

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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NEW YORK AND CHICAGO, DECEMBER 23, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

CONTROL OF PRICES

The "Camera Trust," on a Hint from Washington, Removes Price Restrictions on All Its Non-Patented Goods—Its Letter to the Trade.

THE Eastman Kodak Company, of Rochester, commonly known as the "Camera Trust," as it controls a large percentage of the camera output and photographic supplies of the United States, has sent out a circular letter to the trade saying that no effort will be made hereafter to control the selling price of its products.

A "TIP" FROM THE ATTORNEY-GENERAL.

It is understood that this action followed the receipt of a letter from Attorney-General Wickersham, pointing out that the company was using methods to restrain trade in violation of the Sherman law, and upon the heels of complaints received from the Photographic Dealers' Association of New York. The association numbers 250 dealers and agents, who say they are tired of letting the Eastman Company tell them how to get rid of their wares and at what price.

PROTEST FROM PHOTO-SUPPLY DEALERS.

At a meeting held in the Hotel Astor, New York, on November 14, the association instructed its secretary to send a letter of protest to the Eastman Company. In this it was stated that the association believed the photographic supply business would be best served by handling goods with freedom as to price making. At the same time it agreed to hold up the prices unless permitted to cut rates.

The action of the company will result in much shaving of prices on standard goods, it was said this week. This will apply particularly to the paper from which photographs are made and which is of secret composition. A cut of 10 per cent. on films is already in effect.

The letter sent out to dealers follows in part:

"Until recently it has been our belief that any manufacturer had a right to control the merchandising of his goods containing secret compositions, as well as his patented goods. It was also our opinion—and for that matter it still is our opinion—that such control works to the ultimate advantage of all concerned, consumer, dealer, manufacturer, because it means that the manufacturer puts his whole endeavor into making his goods better in order to meet competition instead of attempting to meet it by cutting the cost, generally at the expense of the quality.

"However, the Supreme Court of the United States has recently decided that a manufacturer cannot enforce a contract by which he attempts to control the retail selling price of his goods made by secret processes but not patented.

"Desiring to conform to the spirit as well as the letter of the law we shall from this date remove all restrictions which have heretofore prevailed in connection with non-patented goods."

Playing Card Industry of Germany

There were 23 playing-card factories in Germany in the business year of 1910 (April 1, 1910, to March 31, 1911), which produced 6,279,941 packs of cards or less and 1,219,178 packs of more than 36 cards.

During the same year there was a tax of 30 pfennigs (7.14 cents) on each of the packs of 36 cards or less, of which there were 5,913,125 packs, and a tax of 50 pfennigs (11.9 cents) was paid on each pack of more than 36 cards, of which there were 286,300 packs.

The exports for the year ended March 21, 1911, were 395,309 packs of less than 36 cards and 1,015,632 of more than 36 cards. On the other hand, only 24,068 of the smaller-sized packs and 59,630 of the larger packs were imported into Germany. Besides the internal revenue tax, the customs tax of 60 marks (14.28) per 100 kilos (220.4 pounds) has to be paid on the cards imported.

IN PARTNERSHIP

The Dennison Manufacturing Company and Its Employees Now Work Under a Profit-Sharing Plan—Company Reincorporated for Purpose.

WHAT is believed to be an entirely new plan of incorporation has been devised and put into operation by the Dennison Manufacturing Company, which has just been reincorporated in Massachusetts. The stock has been increased from \$2,500,000 to \$4,500,000. The old stockholders voted almost unanimously for the change and as a result one hundred and eighty of the principal employees will immediately share in the earnings and others will participate in profits later. The old stockholders receive all of the stock now issued in the new corporation and known as the first preferred, which carries eight per cent. cumulative dividends.

If the company earns more than enough to pay the dividends on this first preferred stock and takes care of allowances for depreciation of the plant, etc., as it undoubtedly will in view of its long and successful record of advance—then the extra surplus is reinvested in the business, and as a corresponding liability against it, a so-called industrial partnership stock is to be issued at \$10 par value a share going to the principal employees in proportion to their salaries.

When one of these employees ceases his work for the company, this stock—which he owns, although it is non-transferable and carries a vote—is to be turned over to the company and he will get either the par value in cash or a share of second preferred stock bearing six per cent. cumulative dividends. This second preferred stock will be non-voting.

During the transition period between the old and new, the first preferred stock and the industrial partnership stock are to vote together. As soon as the industrial partnership stock has been issued to the

(Continued on page 16.)

ITS TENTH ANNUAL

Members of the Chicago Stationers' Association Hold Their Annual Meeting and Re-elect the Old Board of Officers.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Dec. 20, 1911.

Co-operation was the keynote of the tenth annual meeting of the Chicago Stationers' Association, held on Friday of last week, at 6.15 o'clock in the German room of the Grand Pacific Hotel. There was more than the ordinary number in attendance, and the evening was not alone one of pleasure, but of profit as well, and no one left the meeting room at the end of the session without feeling that it was well to have been there.

THE DINNER THOROUGHLY ENJOYED.

President Fletcher B. Gibbs called the meeting to order by announcing that the first thing in order would be to make everyone comfortable and to enjoy the repast so appetizing before them. A number of selections had been prepared in advance for the musically inclined, and these were interspersed between courses. The words were particularly appropriate, and there was a royal welcome and a good feeling in the voices that rang forth in such tuneful melody.

After the dinner had been served and the cigars were passed around, President Gibbs arose and stated that the first real business in order would be the reading of the minutes of the last meeting. Secretary Riddle read these, which were approved and passed.

PRESIDENT GIBBS MAKES A REPORT.

The president's report was then in order, but before being permitted to read it, a request was made to sing a song that would be most fitting for the reception of the same. This was warmly received and then President Gibbs addressed the meeting. His topic had for its very foundation the work of the organization. He spoke of the good that it had already accomplished, of the objects and of the work yet to be done by the active members. He made a clear explanation of the association, and assured the members that in building up the organization and trying to work out its fundamental principals they would be helping themselves more than anyone else. He urged co-operation and unity. He spoke in most favorable terms of the work of the National Catalogue Commission, and stated that the result of its labors would be a step forward that would prove most beneficial. He stated that the association was made up of three classes of members. Executive members, those who are actively engaged in the work being stationers;

auxiliary members, those being manufacturers and manufacturers' agents, department managers and salesmen, and honorary members. The executive meetings were held monthly, and quarterly meetings were open gatherings. He sought to increase the enthusiasm among the members and his words were received with most marked approval.

George Ramskill, chairman of the membership committee, then made his report. Following this President Gibbs suggested that the association take up the matter of meetings for 1912. The majority were in favor of the continued open meetings. Costs, prices and profits were discussed in a very profitable manner and there were suggestions offered that would prove helpful in these important matters. The members were urged to give a closer consideration to these important matters.

The annual reports of the secretary and treasurer were heard, Secretary Riddle reading the treasurer's report in the latter's absence. It was then decided, on motion, to appoint A. H. Childs a committee of one to audit the books of the secretary and treasurer.

"THE ANNUAL" TO BE A BIG EVENT.

The reports of the Standing Committees and the Membership Committee were then passed upon. Two new members, E. Y. Horder and Ioas & Brodack were admitted. The report of the banquet committee was read and the members all urged to be in attendance at the annual event. It was stated that the next banquet would be the largest yet given, and a number of notable men, including President Lockwood, of the National Association of Stationers and Manufacturers, would be present.

The Committee on By-Laws, of which Chas. A. Stevens is chairman, said there were no new developments along that line. New business was next in order, and the matter first up for consideration was in reference to meetings. After some discussion it was determined to hold one open meeting and three general organization meetings during the year. Following this there were a number of interesting talks by the committee appointed last year to attend the national meeting held at Buffalo, N. Y. These were quite entertaining, and gave the stay-at-homes a most vivid conception of just what they missed by not being at the gathering.

OLD OFFICERS RE-ELECTED.

At the request of President Gibbs the Nominating Committee reported the following names, which was in reality a re-election of the old officers: President, Fletcher B. Gibbs; vice-president, A. H. Childs; secretary, A. E. Riddle; treasurer, L. T. Marshall; executive committee, H. F. Sawtell, John J. Vack

and A. H. Childs. It was moved and carried that a single vote be cast by the secretary to elect, which was done.

President Gibbs then thanked the members for the renewed honor bestowed upon him, and stated that the meeting was at an end. Chas. A. Stevens had brought a friend, A. E. Lieferman, who then entertained the guests with a very enjoyable entertainment, including imitations, stories and other features.

THOSE IN ATTENDANCE.

The following were present:

Fletcher B. Gibbs. Shea, Smith & Co.
A. E. Riddle. . . . Riddle & Wunderle Co.
Wm. Rodiger. . . . Sanford Mfg. Co.
Walter Rodiger. . . . L. H. Thomas Co.
E. C. Thomas. . . . Dennison Mfg. Co.
Geo. Ramskill. . . . Dennison Mfg. Co.
A. W. Williams. . . . Eberhard Faber.
Geo. Schlagel. . . . Eberhard Faber.
H. F. Sawtell. . . . P. F. Pettibone & Co.
C. S. Hitchcock. . . . P. F. Pettibone & Co.
S. E. Collins. . . . Cameron, Amberg & Co.
C. M. Meyer. . . . Boorum & Pease Co.
H. H. Shafer. . . . Geo. E. Cole & Co.
John J. Vack. . . . Burr-Vack Co.
John Curtis. . . . Burr-Vack Co.
A. E. Eggert. . . . Yawman & Erbe.
E. W. Childs. . . . S. D. Childs & Co.
F. L. Fairbanks. . . . Eureka Blotter Bath Co.
Hon. Bill Smith. . . . L. E. Waterman Co.
Robert B. Randall. . . . Carter's Ink Co.
F. F. Harris. . . . Carter's Ink Co.
G. Water Storms. . . . Lippincott Pencil Co.
A. E. Lieferman. . . . Stevens, Maloney & Co.
A. C. Ioas. . . . Ioas & Brodack.
E. F. A. Brodack. . . . Ioas & Brodack.
E. Y. Horder. . . . Horder's Sta'ery Stores.
Harry Horder. . . . Horder's Sta'ery Stores.
H. B. Brooks. . . . Cooke & Cobb Co.
H. Ehman. . . . The Heinn Co.
Ralph B. Wilson. . . . C. S. & R. B. Co.
Chas. R. Fargo. . . . C. S. & R. B. Co.
A. C. Helfenstein. . . . Chas. M. Higgins & Co.
C. E. Gowdy. . . . Richard Best.
L. A. Pettit. . . . Stromberg, Allen & Co.
James Panton. . . . Mabie, Todd & Co.
N. W. Tupper. . . . Office Appliances.
H. A. Martin. . . . Office Appliances.
C. A. Bergman. . . . Inland Stationer.
L. B. McKenzie. . . . Office Outfitter.
J. P. Sharp. . . . Office Outfitter.
W. R. Rupley. . . . Walden's Stationer & Printer.
Owen B. Miller. . . . Geyer's Stationer.
Chas. A. Stevens. . . . Stevens, Maloney & Co.
D. C. Miller. . . . THE AMERICAN STATIONER.
Warfield Webb. . . . THE AMERICAN STATIONER.

The Austin-Walker Sales Company, Manhattan, has incorporated in New York to deal in novelties, fancy goods, etc.; capital stock, \$75,000. The incorporators are: W. G. Walker, New Rochelle; C. W. B. Fisher, Elizabeth, N. J.; I. Wiener, New York City.



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

"INDEPENDENT"

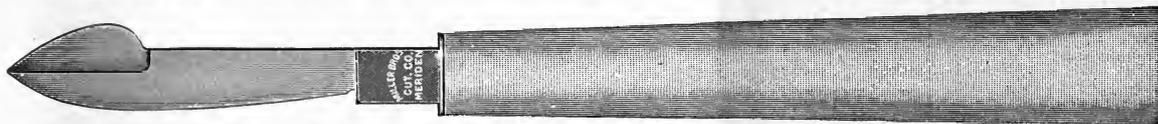
Unequaled for general writing, ruling and manifolding.



Something new in our Latest Catalog. Write for it and low trade discounts.

J. W. ULLRICH & CO. Manufacturers of Fountain and Stylo. Pens
27 Thames St., New York City

MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE
COMMERCIAL NECESSITIES

YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN
MODERN EFFICIENCY

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

WE FILL EVERY REQUIREMENT
WE SUIT EVERY PURPOSE



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Principal Office and Factories, PARK RIDGE, N. J., U. S. A.
BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES—In every part of the world; in every city of prominence.

ACTIVE TRADE

Chicago Stationers Make Very Gratifying Reports in Regard to Trade—The Association Banquet on January 13.

Western Office, THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, Dec. 20, 1911.

This is a very active time at the stationery stores here, and the trade reports are of the most gratifying nature. As a rule the stores here are featuring a line of holiday goods, and the demands for the same have been of sufficient magnitude to make it worth while. Increased demands are now seen over last week and the trade will surely show up in an interesting way when the last call has been made.

Aside from the holiday features, there is always at this time the demand for other lines and the new year will see no decrease in the demand. To meet this business in the right way there should be some preparation made. Stocks should be put in trim and the line made large and variable enough to give the prospective customers an insight into what there is new and useful that will be of interest to them. If an inventory is to be made it would be well to make it early so that the merchant may know just where he stands.

Reference was made last week to windows and to window displays. There is a pleasing indication here of how much more value is placed on this than was done in the old days. There is considerable stress laid on this matter here among the dealers, and the result has been a paying one. There is so much more to be gotten out of this than is yet appreciated by some.

THE STORES ALL REPORT A RUSH.

The stores all report a rush and the trade is of such a nature that the results are of the favorable kind. While conditions may not be any more active than

they were a year ago, that is saying a good deal. Reports in a number of other lines have been unsatisfactory and the stationers have cause for rejoicing.

ASSOCIATION BANQUET ON JANUARY 13.

The big banquet of the Chicago Stationers' Association to be held at the Congress Hotel on January 13, promises to be an affair of more than ordinary note. The committee is doing all that is possible to make it a banner affair, and one that will be memorable in the history of the organization.

There should be a word said in praise of the labors of the National Catalogue Commission. Just how important the labors and how much time is being consumed in this work few realize. When a bulletin is issued, like that which will appear very soon, it will have the appearance of a very minor affair and one only involving the labor of a few days. The real magnitude can hardly be grasped by those not familiar with the details and the correspondence, the adjustment and the written data that are required to complete even so seemingly small a report. In order that there may be more value placed on this work it seems advisable to say a word now and then in the way of a reminder and to show just how valuable the work really is to the trade.

BABCOX TALKS TO ADVERTISING CLUBS.

"Don't do any work in your department that a subordinate can do as well; relieve yourself of as many details of your office work as you possibly can." This is the advice offered by Edward S. Babcox, advertising manager of the Y. & E. Co., and the same was a portion of an address delivered before the Chicago Advertising Clubs at their meeting several days ago. Mr. Babcox also said several other things that were full of sound advice for the man who endeavors to do all that is to be done and wastes so much valuable time.

The Globe-Wernicke Company, of Cincinnati, has just placed on sale here a new all-steel voucher box. It is a novel idea and takes the place of the time-honored box for valuable papers of the pasteboard type. It will doubtless prove a favorite.

Richard Best, of Johann Faber, New York City, has returned to Chicago for a holiday stay.

Mr. Marshall, of Marshall-Jackson Stationery Company, is much pleased with the way the trade is holding up. This company has been enjoying a very satisfactory holiday demand. This is one of the concerns whose belief is strong for pleasing window displays. The idea is put into practice also and there is always something of interest to be noted in the displays seen here. Mr. Marshall likewise believes in prices being placed on the articles, and sees the importance of making this matter plain to the public.

Thos. Brownell, of T. K. Brownell, New York City, was in the city recently.

GIBBS IS A REAL BUSY MAN.

Fletcher B. Gibbs, of Shea Smith & Co., is a busy man these days. Dividing his time between business at the store, taking inventory and work on the National Catalogue Commission, makes his time a matter of close calculation. He has been working almost every night during December, and sees no early let up in this strenuous grind. Trade is all that could be desired.

A. C. McClurg & Co. have found the trade for the past few weeks to be most gratifying. There has been a very decided increase within the past week, and the future promises well. WEBB.

Time Brings Great Changes

Ten years ago it was "the public be damned"; now it is the corporations be damned.—Boston News Bureau.

The Whitening Paper Company

wish all their friends and customers

A Merry Christmas and A Prosperous New Year

1911—GREETINGS—1912

TO OUR FRIENDS:

WE DESIRE TO EXTEND YOU OUR COMPLIMENTS AND WISH YOU

A MERRY CHRISTMAS

AND

A HAPPY AND PROSPEROUS NEW YEAR

TOWER MANUFACTURING & NOVELTY CO.

WHOLESALE STATIONERS 306-8 BROADWAY, NEW YORK CITY, N. Y.

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

A Merry Xmas

AND

A Happy And

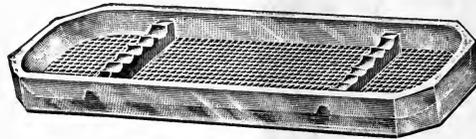
Prosperous

New Year

TO OUR FRIENDS
AND THE TRADE
GENERALLY IS
THE WISH OF

The
J. G. Shaw Blank
Book Co.

621-7 Canal St., New York



No. 4032

A Fine Polished Pen Tray

Extra Wide

90c Per Dozen

THE WEEKS-NUMAN CO.

39-41 Park Place

New York, N. Y.



Recommend

Buy — Sell

U. S. TREASURY

Writing Inks, Mucilage and Paste

Because

They are the best for home and office.

WM. A. DAVIS CO.

P. O. Box 2825 BOSTON

MILES S. RICHMOND, TREAS.

OBITUARY

JAMES G. CAMPBELL.

James G. Campbell, who died on December 6, 1911, at his home in Morgan Park, Chicago, who had been connected with the Miehle Printing Press & Mfg. Company, was salesman for the territories of Missouri and part of Illinois, with headquarters at St. Louis, Mo., from February 1, 1906, until his demise on above date.

The Miehle Printing Press & Mfg. Company loses in Mr. Campbell one of their most efficient and reliable salesmen.

James G. Campbell's first connection with the printing press trade occurred in the year 1877, when he entered the employ of the Campbell Printing Press & Mfg. Company. He was, however, no relation to Andrew Campbell, after whom that company was named. Prior to his connection with the Campbell company, Mr. Campbell was a pressman in New York City and he entered the Campbell company for the purpose of becoming a salesman. With this end in view he worked first in the factory shop in order to familiarize himself with the different types of machines manufactured by that company, after which he started selling on the road. His technical knowledge was such that he practically erected every press he sold. Hav-

ing achieved a reputation as one of the best salesmen of flat-bed printing presses in the United States, he was sent West and became affiliated with the Chicago office of the Campbell company, at that time under the management of A. T. H. Brower. He remained with the Campbell Printing Press & Mfg. Company until it discontinued the manufacture of printing presses, and has been in the employ of the Miehle Printing Press & Mfg. Company since February 1, 1906.

MRS. FRANCES GANLEY.

Frances Ganley died at her residence, 34 Van Houten avenue, Passaic Park, N. J., on the 13th inst., in her eightieth year. Funeral services were held last Friday. Mrs. Ganley was the mother of John Ganley, who has charge of the pen, pencil and playing card stock department of the Tower Mfg. & Novelty Co., New York City, and a man well known and highly thought of by many in the trade.

E. B. WOODWARD.

After an illness of more than a year Edgar B. Woodward, president of the Woodward & Tiernan Printing Co., of St. Louis, Mo., died Saturday, December 6, at his home, 6106 Kingsbury boulevard, that city. He had long suffered with acute stomach trouble and when a blood clot was removed from his brain four months ago

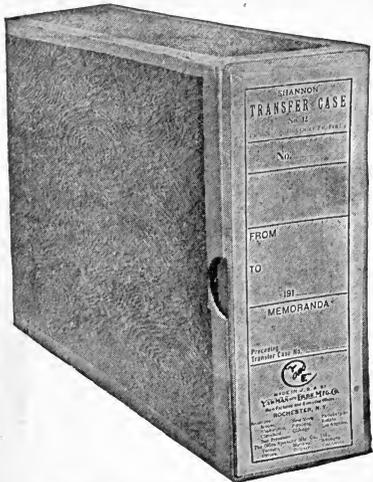
he was then left practically speechless. The deceased was 44 years old and is survived by the widow and one son, Harold Woodward, 22 years old. He traveled extensively for the benefit of his health.

Get Rich Making Toys

New designs in toys are as eagerly looked for by toymakers as the new designs of a Paris dressmaker. Some of the best artists make small fortunes by designing new toys. A notable case of this kind is that of Caran d'Ache, the eminent French black and white artist. His physicians had ordered him to take a rest. Partly to amuse himself and partly to entertain some children he began to whittle some little toys out of wood. Out of these grew his famous toys showing King Edward bagging pheasants, Emperor William on a boar hunt, Carlos killing mountain sheep and President Roosevelt drawing a bead on a grizzly.

Paris is the only city that regularly holds toy expositions, and at these one may see every sort of toy made in the world. The United States keeps a permanent exhibition of the toys of all nations and times in the ethnological space in the national museum. From India, China, Africa, Alaska, Australia, from the remotest past down to the living present, these toys have been gathered.

Look Out For Shannon Counterfeits!



"Y and E" Shannon Binding Case
No. 12

One counterfeit recently palmed off on the trade even bears same number; another bears the number "1." Paper, size, shape and label are slavish imitations. Genuine "Y and E" Cases all bear the trade mark and our name. It is against the law for manufacturer or dealers to sell these counterfeits.

MAKE sure that any Shannon Binding Cases and Arches you have bought recently are made by us.

Certain manufacturers have been imposing on the trade by selling articles closely imitating the genuine "Y and E" No. 12 Shannon Binding Cases and Shannon Arches, though being greatly inferior in reality.

We have taken legal steps to stop this unfair competition, and believe there will be no more of it. But this notice is to warn you to still be on your guard.

If you have stocked any of these counterfeit goods, let us know, as it is of course forbidden by law for you to sell them.

If you are in doubt, write us for sample of the genuine "Y and E."

"YAWMAN
and
FRÉBÉ MFG. CO.

ROCHESTER, N. Y.



The Genuine "Y and E" Shannon
Lock Arch, Patented

Imitation is almost exact copy in design and size. Note the "Y and E" Lock Arch, with prongs on arches, and perforations in uprights. This is a patented feature, and one imitator goes so far as to copy the perforations in the uprights. The genuine Lock Arches all bear our trade mark

The law forbids the sale or purchase of imitations.

Sole Makers of Genuine Shannon Lock
Arches

AN EFFECTIVE SOLUTION

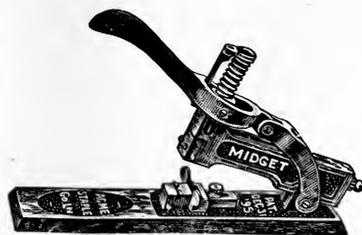
of the perplexing problem as to how to bind papers together properly is an

ACME FASTENER

Every office has use for one or more—equally as good for ticketing samples as it is for binding light fabrics, papers, etc., together, in a word the BEST.

THE MORE ACME'S YOU SELL THE MORE PLEASED CUSTOMERS YOU WILL HAVE

Made in Several Styles



PATENTED



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.

ALL THE LEADING JOBBERS SELL THE "ACME LINE"



We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG

MERRIAM MANUFACTURING CO., Durham, Conn.



OSBORN TABLETS

MANUFACTURERS OF ROYAL SCHOOL LINE

OUR 1912 LINE IS NOW READY.

We offer an extensive line of Tablets, Compositions, Note Books, Pads, Correspondence Paper and Pencil Tablets.

Our papers and covers are the most attractive ever shown the trade.

Independent of other factories we are offering Big Values and our enlarged factory facilities will enable us to render prompt service.

We invite you to investigate our line which our traveling representative will be glad to show you.

Address all inquiries and correspondence to factory.

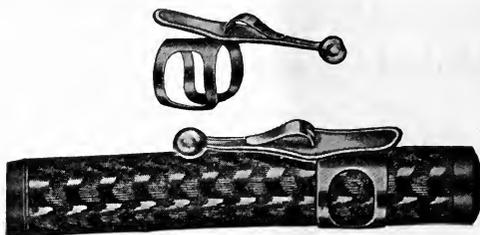
OSBORN PAPER CO., Marion, Ind.

New York Office, W. V. Darling Co., 369 Broadway. Chicago Office, Theo. H. Newbauer, 1420 Republic Bldg.

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

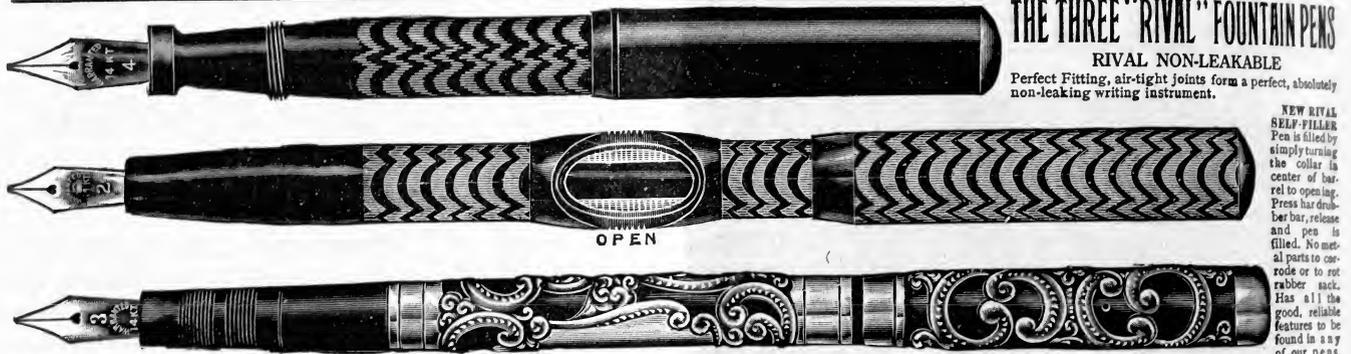
The Season's Greeting

¶ We extend to our Friends in the Trade throughout the country our best wishes for a Happy Christmas and Prosperous New Year, and at the same time desire to express our appreciation of their generous support in the past.

New York Salesroom
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Factory and Office
116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 3804 Sunset



THE THREE "RIVAL" FOUNTAIN PENS

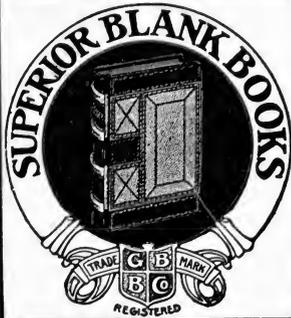
RIVAL NON-LEAKABLE
Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press bar drawer bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK



"SUPERIOR" BLANK BOOKS

There's as much difference in blank books as there is in any other line entering into a stationer's stock. Why should you pay more if you can secure BETTER VALUE from a line that is second to none in quality? That's our proposition. Don't sell your customer anything you have, but a blank book that is returnable if not as represented—the "SUPERIOR" kind.

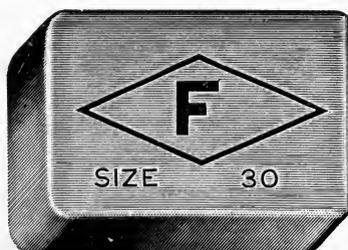
COMPLETE STOCK OF ALL RULINGS AND THICKNESSES ALWAYS ON HAND. A trial order will be convincing.

GRESHAM BLANK BOOK COMPANY, 316 HUDSON STREET, New York

Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

As this week marks the height of the holiday season, all attention has been given to the retail trade, the manufacturers and jobbers taking a back seat for the time being. For the first few days of the week there was considerable activity in some of the wholesale houses, all hands being on the jump to fill the reorders of nearby customers who found they needed some extra goods for their holiday trade. Outside of this there was little doing in jobbing circles. As for the manufacturers, they are temporarily taking a rest and are putting in the time getting ready for stock-taking. All travelers are now in on it, and it would do no good to keep them out on the road at a time when then the stationers are too busy to receive them. Practically all of them will start out again before the middle of next month. In regard to the holiday trade it can be said that so far it has been the largest in the history of the trade. The reports sent in this week from the big cities verify this statement.

A new Canadian company just incorporated is that known as the Printers and Stationers, Limited, of Lethbridge, Alberta. It is capitalized at \$50,000.

As a result of action by the Board of Aldermen of New York City, newsdealers and stationers can have stands outside their stores with the payment of a fee. An ordinance allowing this change was passed recently because the Bureau of Licenses of that city had decided that the stands could not be maintained without the payment of a fee.

The Sterling Typewriter Company, of Newark, N. J., was incorporated this week, capitalized at \$1,000,000. The incorporators are Jerome T. Singleton, Archibald F. Slingerland and Raymond E. Perrins, all of Newark.

The Boston Pencil Pointer Company, of Boston, Mass., was incorporated last week to hold certain patent rights. It is capitalized at \$75,000. The officers are: President, E. S. Ensign, Brighton Mass.; treasurer, A. P. Wilson, of Watertown, Mass.

A business man in Belgium informs an American consular officer that he desires to become associated with a responsible person in the United States to establish a factory for the manufacture of sealing wax, ink, mucilage, and stones for lithographing. For the first two articles mentioned he claims secrets of manufacture which would yield large profits, as he has been manufacturing them successfully for years and supplying a number of local offices, as well as exporting them to the United States. Correspondence is solicited with persons who are willing to exchange references. All replies should be addressed "Inquiry, No. 7743, Bureau of Manufactures, Washington, D. C."

D. M. Schindler and A. R. Schluer, two young men, have purchased the stationery and music store owned by A. J. Harvey, of Chico, Cal., and will hereafter conduct the establishment. The two young men propose to conduct a thoroughly up-to-date store and will carry a full line of stationery, notions, music and musical instruments. The store will soon be remodeled and thoroughly renovated.

Receivers were appointed last week for the Paul A. Hann Company, of Creagers-town, Md., manufacturer of inks and mucilage. The officers of the company consented to the receivership.

Faithful Monk, a trained dog that leads Alfred Payne, fifty years old, a blind newsdealer and stationer, through the streets of Brooklyn, N. Y., and acts as his body guard, saved the lives of his master and the latter's family during a fire in the Payne stationery store and home at No. 289 Smith street, last week. Discovering

the house was afire, the dog awakened Emma, the seventeen-year-old daughter of the newsdealer, by barking and pulling her hair with his teeth. Then the daughter, though half overcome by inhaling smoke in her sleep, groped her way to her father's bed, took him in her arms and carried him through the smoke-filled hallway to the street.

The Van Winkle Pen Company, of Erie, Pa., is now located at Franklin, Pa. The plant will soon start up with forty hands.

So numerous are the jewels of Mrs. MacVeagh, wife of the Secretary of the Treasury, that she is obliged to have a card catalogue system to keep track of them.

Work has been started by John G. Brown on the demolition of the old buildings on a plot of ground, situated on Apsley street, east of Wayne avenue, Philadelphia, on the site of which a modern one-story factory building will be erected for the Blaisdell Paper Pencil Company. The new building, which will measure 60 by 200 feet, will cost \$20,000.

Another business concern has opened a store in Hillsdale, Mich., this being the opening of the New York racket store which the Beckwith United Stores Company is starting in that place. The building has been quite extensively remodeled and redecorated for the new concern, so that when everything is in place it will make a very attractive store. The store will be under the management of Warren H. Beckwith, of Jackson, formerly of Owosso. The Beckwith United Stores Company has several other stores in Michigan and is negotiating for new stores in Jackson, Battle Creek, Kalamazoo and Niles.

Miss Viola Simmons, of Monroeville, Ohio, has opened an up-to-date stationery store and also carries a full line of all kinds of Christmas novelties.

The Monarch Manifold Book Company, of New York, has this week rented new

1911

THE SEASON'S GREETINGS TO ALL

1912

For the loyal and generous support and co-operation which you have accorded to us during the year just past, we thank you most sincerely.

We wish you

A MERRY CHRISTMAS

AND

A HAPPY AND PROSPEROUS NEW YEAR

The best the season affords is none too good for you.

GEORGE B. HURD

FRANK B. HURD

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

quarters at 398 Washington street, that city.

The annual banquet of the Pittsburgh Booksellers' and Stationers' Association will be held at the Fort Pitt Hotel, that city, on Tuesday evening, January 30. The new officers of the association are: President, Chas. H. Langbein, of Kurtz, Langbein & Swartz; first vice-president, A. W. McCloy, Jr., of A. W. McCloy Company; second vice-president, Elmer E. McKown, J. R. Weldin & Co.; treasurer, Robert Crawford, Myers & Shinkle Company; recording secretary, B. S. Smith, Stevenson & Foster Company; corresponding secretary, Chas. H. Clough, Wm. G. Johnston & Co.

The Sengbusch Self-Closing Ink Stand Company, of Milwaukee, Wis., announces the removal of its offices and factory from the Montgomery building to the third floor of the Stroh building in that city. There the company will enjoy greatly increased space and a capacity which is about three times as large as its old quarters. This move was made imperative, owing to the fact that the Sengbusch company's business has been growing at a rapid pace, and it had long since outgrown the old location.

The American News Company inform the trade that it will be pleased to supply any storekeeper interested in periodicals, with the American Subscription Catalogue, which, if judiciously distributed, would

act as an accommodation to their customers. Send your request to the American News Company, 9-15 Park place, New York, for these catalogues and it will be given prompt attention.

If advertising is a recognized form of increasing business then the advertising should be a permanent plank in the platform and not periodical. Advertise in quiet times to create business.

The Dennison Manufacturing Company, of Boston, Mass., was incorporated in that city last week, capitalized at \$5,600,000. The officers of the company under its new charter are: President, C. S. Dennison; vice-president, F. E. Wing, and treasurer, C. S. Dennison.

A business man in a Canadian city informs an American consular officer that he is desirous of being put in communication with manufacturers in the United States of calendars who would like to have an agency in the part of Canada where he is located. Those interested should address "Inquiry No. 7704, care of Bureau of Manufactures, Washington, D. C."

The American Label Manufacturing Company, of Baltimore City, has incorporated in Illinois to do printing and manufacture labels; capital stock, \$500,000. L. M. Brown, of Chicago, is mentioned among the incorporators.

W. C. Bardenheuer, manager of the New York office of the Boorum & Pease Com-

pany, 109-111 Leonard street, New York City, was back at his office this week after having spent the two previous weeks at the factory of the Boorum & Pease Loose Leaf Book Company, which is located in St. Louis. Being a busy man, naturally he found sufficient work on his return to keep him at the office working overtime.

A large number of the employees of M. E. Converse & Son, toy factory, at Winchendon, Mass., have been laid off a few days after filling the Christmas orders for toys.

George Wendt has opened a novelty store at Athens, Ohio.

The Dux Toy Company building at Concord, N. H., was badly damaged by fire Thursday of last week. The loss of the concern is reported to be \$15,000.

Fire broke out on the morning of December 4 in Thomas & Co.'s jewelry and sta-

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



HELPING BUILD UP EVERY STATIONERS' BUSINESS

This we are doing by our extensive advertising campaign in the leading magazines, whereby we are sending buyers for our leading line of papeteries to every stationer. Received calls for this attractive line. You should have some

WARDWOVE WRITING PAPER

Probably you have already received trade building—trade holding in stock.

Drop a line to our nearest branch, and samples will be shown at your pleasure.

WARD'S

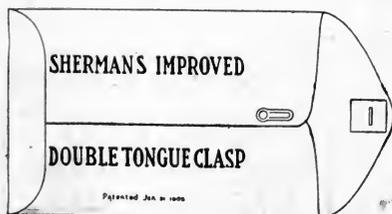
SAMUEL WARD COMPANY

57-63 FRANKLIN STREET

New York—621 Broadway. Chicago—35 So. Dearborn St. San Francisco—833 Market St.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."

BOSTON



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of
ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

tionery store at North Bay, Canada, originating from an overheated stove. The flames gained headway in a room full of wall paper stock and in a few minutes the entire store was in flames. James Thomas, proprietor of the store, and the owner of the building, lived with his family over the store. The Thomas company carried insurance on stock fixtures of \$10,000, with \$5,000 insurance on the building and \$600 on household effects. The loss will be heavy. The building occupied by the bazaar is owned by Dr. G. W. Smith, and was covered by insurance.

It's always too hot or too cold for the man who wants to quit.

Robert & Son, printers and stationers, of Birmingham, Ala., suffered a \$75,000 fire loss last week. The concern carried \$60,000 worth of insurance.

The annual output of lead pencils in this country is more than 329,000,000. The cedar wood used in making them weighs about 100,000 tons and nearly three-fourths of a cent's worth of wood is required for each pencil.

Eugene B. Baehr, manufacturers' representative, with offices at 684 Broadway, New York, in addition to his several other well-known lines, will carry with him on his usual western trip, which he proposes, beginning early in January, the Duryea self-filling fountain pen made by Duryea & Company, 108 Fulton street, New York. Mr. Baehr will call on the trade in all

the leading cities en route, and it will be worth the while of any stationer to look over the line of strong specialties which he is offering.

A 200-year calendar and general information book has been issued by W. J. Anderson & Co., stationers, of 341 Broadway, New York. The book contains much valuable information, and is being sent to the customers of the company with the compliments of the season.

In a small shop back of the toy store of Mr. Sternberg at 159 Grand street, Williamsburg, Brooklyn, N. Y., Charles Stumpf was working hard at his trade on Tuesday night of this week, hardly stopping to talk to his friends who dropped in to congratulate him, having heard that he had been left \$50,000 by Henry Stumpf, an uncle who was a flour merchant in Berlin, Germany, and who died a few months ago. Stumpf hasn't received the money yet and he says that anyway he intends to stick to his job.

"Some people," said Stumpf, "seem to go crazy when they are left a fortune. I don't feel that way, because I've had so many hard knocks in my life, and when I heard of this \$50,000 having been left me by my uncle I was glad of course, but there is no use in losing your head."

Stumpf is 33 years old, unmarried, and boards with Sternberg.

An American consular officer in a European country reports that the loose-leaf

memorandum note and account books and binders so widely used in the United States are now attracting attention in his district. He writes that it might be worth while for American manufacturers to approach this market. Additional particulars may be learned by addressing the Bureau of Manufacturers, care of the Department of Commerce and Labor, regarding foreign trade opportunity No. 7,777.

Get Interested in Your Business

There are two good reasons why every man behind the counter in a stationery store should be interested in his business.

The first is because the more interest he takes in the business the more valuable his services will become, and the better his chances for increased pay.

The second is that the greater interest he develops in the business, the easier and more pleasant his work will become and the shorter the days will seem. The man who is really interested in what he is doing finds the hours far less tedious than the man who goes about his work in a perfunctory fashion.

If you are not interested in your business, it is largely your own fault. There is a lot to learn in the retail stationery trade, and the men who can honestly feel that they know it all are mighty few and far between.

Business grows by securing customers you have never had before.

We extend our heartiest greetings to all the trade for

A
Merry
Christmas



and a
Prosperous
New Year

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

HAND BAGS

In the line of ladies hang bags carried by the American News Company, 9-15 Park place, New York, there are bags to



suit all tastes. They come in all the shapes that are now fashionable and are made of every conceivable kind of leather. The range of prices is also wide, thus making the market for the goods a wide one. Two



sample bags out of the stock are shown herewith. That the trade may have some idea of the extent of the line it can be said that it embraces about 60 different styles. As these goods are staple all the year round stationers who handle bags

LIBRARY SETS

Among the great variety of inkstands and inkwells carried in stock by the Weeks-Numan Company, of 39 Park place, New York, its Dome Top Library Sets have won a unique popularity, especially among stationers who cater to high-class trade. These sets come in the celebrated Numan library bases, have square edges and a natural finish. The bottles are made of imported cut glass and have fire-polished glass tops. The bases are of oak, mahogany, or brass; the wooden ones being waxed or polished, while the brass ones comes in dull finish or are polished. There are twenty-eight different styles in these Library Sets. They are made singly, with two wells, and with two wells and pin cup. Further information can be obtained by writing the company for its No. 2 Supplement to its No. 1 Catalogue recently published and now ready for distribution in the stationery trade.

THE DIXIE MOISTENER.

A moistener to be a useful article must combine economy with utility, for if it is necessary to buy expensive felts or wicks every time the gum causes them to become foul smelling and mouldy the supplies soon makes the moistener an expensive article. Again it is not always possible to obtain these felts when needed, as the stationer does not stock them. In the Dixie Moistener we obviate these faults by using bleached sponge such as every stationer carries and sells for 5 cents. The top is aluminum and the compressor is German silver and the base is of glass, making it the cheapest, cleanest and most sanitary of all up-to-date moisteners. The



THE DIXIE MOISTENER.

might be interested in the offerings of the company.

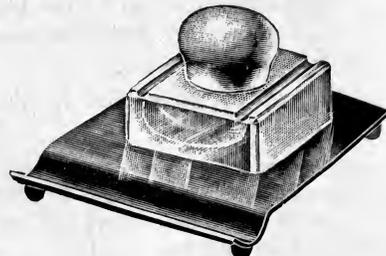
trade is supplied by the Weeks-Numan Company, of 39 Park place, New York.

The English Like Our Toys.

In one very important department America holds the lead in providing Christmas fun for the English child.

"America stands first among the toy-makers of the world with 'jointed' toys," says Mr. Varnals, who has charge of the bazaar in Gamage's in Holborn.

"That is to say, in the beautiful finish and perfection of the indestructible dolls

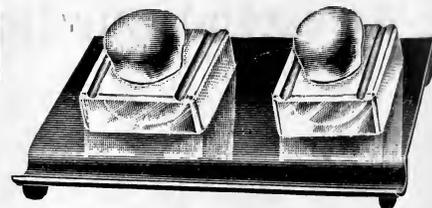


LIBRARY INKSTAND.

and figures of various kinds. We have nothing on this side to touch the American doll. You can do what you like with it; it won't break. At least, we think it won't.

"American Punch and Judy and marionette shows, in which England used to excel, are also better than the English makes. So are the jointed acrobats, clowns and other performers, which can be twisted and turned into the most amazing and laughable positions, impossible in any circus, but for that reason all the more popular with the youngster."

In the general display of cheap toys Germany seems still to hold the lead for variety,



LIBRARY INKSTAND.

while in inexpensive mechanical toys England is an easy first, France being conspicuous for the daintiness of her dressed dolls, but the youngsters get more fun out of the American toys than anything made in Europe and they command a great sale in the London shops.

That old friend of the child, the "teddy bear," which first came from America, is far from being ousted by any of his younger rivals. Last year it was said he had one in King Edward's dog, Caesar. Not yet! In every window and tumbling over one another in huge stacks inside the shops teddy bears in every size, from the baby of three inches to nearly six feet tall, are to be seen.

King Edward's dog Caesar is still to the fore, but he is now giving place to a life-like model of Gwen, the Welsh terrier presented to the Prince of Wales on his investiture, and King George's dog Happy. So far Gwen is top dog.



CARBON PAPER FACTS

FILIBUSTERING

WITH our organization we could probably under-cut on every quotation we meet in competition but we could not give the service and the quality we now do. Mere price cutting is mere filibustering, neither you nor we ourselves would be business building. The manufacturer who bases his sales altogether on price is perhaps the worst kind of business killer, it works mischief in every way, both the quality of the goods and the legitimate business profit for every one concerned is sure to be killed sooner or later. No business can endure on filibustering—quality and service have made us the largest manufacturers of Carbon Paper in the world and as a matter of fact our prices enable our customers to compete with those manufacturers who go direct to the consumer.

MANIFOLD SUPPLIES CO.

A. L. FOSTER, President

O. G. DITMARS, Vice-Pres.

180 THIRD AVE.,

BROOKLYN, N. Y., U. S.

NEW YEAR SIGNS

Stationers Should Keep Alive the Holiday Spirit Till After New Year's—Appropriate Signs Will Help a Lot.

Stationers should not consider the holiday season over till after the first of the year. For that reason they should not neglect to display all their goods that are suitable for the occasion. With these should go an attractive assortment of window and store cards. Some suggestions for such cards follow:

1912

Is almost here—Record your Good Resolutions in one of our New Diaries.

HAPPY NEW YEAR!

Emphasize this greeting by sending your friends a little present from our stock.

BEAUTIFUL CALENDARS

Are always acceptable gifts—they serve too as constant reminders of the giver. We have a variety.

RING OUT THE OLD!

And ring in the New Year on one of our big paper bells. They make handsome decorations.

ON NEW YEAR'S EVE

You will want to celebrate the coming of the New Year—We can supply some noise-producers. See them!

A NEW YEAR'S CALL.

We invite our customers and the public to make themselves at home in our store.

Courtesy—A Business Asset

Courtesy is a tremendous business asset. When you receive a cordial "Thank you" from a salesman or saleswoman it creates in you a kindly feeling toward the whole world, says Fabrics Fancy Goods and

Notions. If the importance of civility in business was properly realized, everybody would be civil. Progressive merchants today are realizing more and more the benefits that can be made to accrue to their business by the universal practice of civility and courtesy on the part of their employees, many of them have thought it advisable to circulate amongst their employees literature bearing on the subject and have taken especial care to have their managers impress upon their subordinates the importance of being considerate, courteous and polite.

IN PARTNERSHIP

(Continued from page 3.)

amount of \$1,000,000, then the industrial partnership stock will have the sole voting power, with, of course, proper safeguards and with a provision for reversion to the first preferred in case the management is not good, which is not expected to ever be the case.

The qualifications governing the designation "principal employees" is set forth in the papers on file at the State House and governing the reincorporation thus:

"Employees (including salaried officers) of this company at the time any such apportionment is voted, whose aggregate service in this company (including time served with the original company), shall amount, at the end of the calendar year for which such apportionment is made, to the time set forth below, and whose remuneration actually received from one or both of said companies during such calendar year (but not counting remuneration paid for overtime work, or piece work or commissions), shall have been as set forth below, and which rate of remuneration in this company shall have been approved by a two-thirds vote of all the directors, namely:

"At least seven years' service and remuneration of at least \$1,200; or at least six years' service and remuneration of at least \$1,500; or at least five years' service and remuneration of at least \$1,800; and who shall have contracted in writing with this company for extra remuneration."

The following statement of the plan is given by the lawyer who was in charge of the drawing of the papers:

The reincorporation of the Dennison Manufacturing Company is upon a plan containing elements which are believed to be novel and which, while guarding the rights of capital as represented by the stockholders of the old company, who have now become holders of the first preferred stock of the new company, will serve to stimulate every employee, including all salaried officers, to renewed and continued exertions to further develop this institution which already has grown from a capital of \$150,000 in 1878 to a capital of \$4,500,000 represented in the first preferred stock of the new company.

There is no common stock, such as generally exists in companies having preferred stock. Frequently, where a corporation having preferred stock and common stock is successful the common stock attains a value largely in excess of that of the preferred stock. It is hoped and believed that the earnings of the new Dennison Manufacturing Company, which are in excess of the amount required for the payment of the preferred dividends, will, with continued development of the business, become greater. These earnings will go, not into common stock, but into what is called industrial partnership stock, to be issued only to the principal employees of the company, including its salaried officers.

It is believed that in so providing the benefits of the new system will go not merely to those who are for the time principal employees, but will extend through the entire organization. Every man already entitled to become a "principal employee," including every salaried officer, has worked up from the ranks and it is and will be open to every employee to attain to the position which will entitle him to become a principal employee.

Moreover, the division of the profits in excess of the dividends on preferred stock and proper reserves will be apportioned among the principal employees according to their respective salaries. A majority of those who were the presidents of the old corporation rose from the ranks. The same opportunity will exist in the new company, with the added stimulus that the employee, from the time when he attains the \$1,200 grade, will receive a larger and larger share of the profits which he has helped to earn.

It is both hoped and believed that this will prove at least a step in the solution of the present difficult industrial problem. The details have been carefully considered and worked out with the aim to protect those who have furnished the capital and to give to those who are chiefly instrumental in earning the profits of the corporation an adequate share of these profits as an extra remuneration.

At the same time the length of service required before the employee is entitled to participate in the profits tends to insure the stability of the organization. It would seem that by dividing the profits between assured and generous returns to capital and labor that there will be effected in reality what is indicated in the name of the stock which goes to labor—an industrial partnership. In this plan capital is represented by the preferred stockholders and labor, so to speak, by the principal employees. This arrangement should be especially successful as under it labor gets practically the whole increase of profit to be secured in the future through the results of labor's own organization and efficiency. The returns to each of the principal employees will be advanced as his value increases.

ONE OF THE BEST WAYS A DEALER CAN ADVERTISE IS TO CARRY KEITH'S LINE OF WRITINGS

Read this letter from a woman who says she is going to talk about our paper:

Wilmington, Del.

AMERICAN PAPETERIE COMPANY,
Albany, N. Y.

Gentlemen:

I am in receipt of your trial box of KEITH'S LAWN WRITING PAPER, and highly appreciate it. It is without a doubt the best paper I have ever used, and I will certainly advertise it extensively among my friends. I have used one sheet and envelope and find it excellent. I will be a steady customer of it, and take nothing else in its stead.

Yours very respectfully,

(signed) _____

The best way to build up a business is to please your customers and you can please your customers when you carry KEITH'S LINE. Write for samples. This paper is advertised in the *Saturday Evening Post*.

AMERICAN PAPETERIE CO., Albany, N. Y., Quincy, Ill.



If you don't leak
MOORE'S
THE ORIGINAL NON-LEAKABLE
FOUNTAIN PEN

Enlighten your customers

When the prospective purchaser knows the facts about the Moore Fountain Pen, he is convinced beyond a doubt of its superiority.

The dealer who takes pains to explain these facts is almost sure to make a sale. Moore pens have had an enormous sale among people who have been prejudiced against fountain pens in general because of their tendency to leak. The screw cap on a Moore positively overcomes this difficulty. That alone is a strong selling argument. Shaking in order to start the ink flow is an unknown occurrence with the user of a Moore. The pen point is always moist and writes perfectly with the first stroke. To fill it is but the work of a minute. No troublesome joints to unscrew. These and many other qualities combine to make the Moore a valuable and profitable asset to your business.

ADAMS, CUSHING & FOSTER, 168 Devonshire Street, Boston, Mass.

Selling Agents for AMERICAN FOUNTAIN PEN CO.

IN PHILADELPHIA

A New Jobbing House to Start Up—The Festive Season on—Big Christmas Rush—R. D. Wilson to Incorporate.

(By Our Regular Correspondent.)

PHILADELPHIA, December 19, 1911.—Out of the old jobbing establishment of David Bentley, a landmark in the Philadelphia trade, there will soon arise a brisk new establishment with every promise of success. The death of the veteran Mr. Bentley was reported in these columns last week. It has taken on paths because it has now become known that after much more than a quarter century of service Mr. Bentley felt that the time had come when he had earned some rest, and therefore he was about to arrange to retire with the New Year. But a grim hand took him into rest before his plans were consummated.

THE OGDENS TO START FOR THEMSELVES.

Meanwhile, however, two of his faithful employees, John S. Ogden, who for thirty years was with the firm, latterly as floor manager, and his brother Frank W. Ogden, who served 22 years and is now salesman, have decided to go into business together, carrying much the same line as the old house did except the toys. In other words, their business will be restricted to the jobbing stationery trade. They have secured quarters at 15 N. Fourth street, and here they will open about January 1. Meanwhile the Bentley stock is being disposed of to jobbers in this city, and perhaps by Saturday next, certainly by the close of the year, the old establishment at 57 North Third street will close its door and make its exit from the trade.

THERE ARE FEASTS TO COME.

There are lots of good things now being enjoyed and more in store, and these are bringing to the stationers a real sense of the Merry Christmas tide. For instance, the Manco Club, association of good fellows employed by the William Mann Co., will begin the new year with a feast of good things to eat and quite as good to listen to at the Continental Hotel on January 6. There is lots of talent among the employees, glee clubs, quartettes, mandolin quartettes and soloists, and these will be called on. On Tuesday evening, the 16th, the Philadelphia Stationers' Association proposes to give a rousing entertainment in that hearth of good fellowship, the Clover Club room of the Bellevue-Stratford. There will be a buffet lunch and then an evening of wit and music and choral singing, all by stationery talent. This was decided

upon at the monthly meeting held last Thursday evening, and Charles H. Marshall, of the William H. Hoskins Company, Joseph Welsh, of the Whiting Paper Company, and Dr. Philip A. Jaissohn, of Deemer & Jaissohn, were appointed a committee in charge. It is proposed to have several hundred of the stationery "boys" there—and these include youths of 16 and of 66, so that the new year will be started off right happily.

BIG CHRISTMAS RUSH.

Everybody is now in the midst of the Christmas rush, and a better season—well more rush simply could not be accommodated. Even now nearly everybody directly affected by the holiday trade is working until late at night. The sale of Christmas cards has been nothing short of phenomenal. For since money is not over plentiful it has been found that many persons prefer to give a very handsome and costly card rather than a cheaper bit of fancy goods, and so the sale of this line has broken all records. But there is still a most excellent business in the entire holiday stock. The factories of the bank and commercial stationers are also being run overtime to accommodate rush orders for new books for the new year.

R. D. WILSON CO. TO INCORPORATE.

The R. D. Wilson Company, organized some time since, when the old house of George Zorn passed out, to do a general novelty and toy business, with smokers' articles, etc., also carried, has been successful, and with the new year will incorporate. On January 2 the application for a charter is to be made by Robert D. Wilson, William S. Skahan, George A. Snodgrass, John F. Meyers, Julius Kehr and Robert S. Carson.

R. Ward Carroll, of Marcus Ward & Co., and W. B. Snyder, of the White & Wyckoff Manufacturing Co., were here during the week looking after shortages in the holiday lines. Charles Wannemacher, of A. W. Faber; John A. Riedell, of the Kabus Rubber Co.; D. W. Whitney, of the Tower Manufacturing & Novelty Co.; A. M. Stuart, of Charles Zinn & Co.; E. H. Pierce, of the Cooke & Cobb Co., and A. S. Wright, of the Globe-Wernicke Co., were other salesmen here during the week, or are shortly expected.

E. R. G.

Developing the Understudies

When it comes time for promotion, the man must be drawn from within the organization, says System. Business can wait for the man sooner than violate the principle of esprit de corps.

"I want men about me who can take my place should anything happen to me," says

the general manager. "The organization is deficient that can be crippled by the loss of a man."

The greater the number from which a choice can be made, the better the chance of securing the right man. The manager who develops understudies for himself and his associates does more for the concern than in pursuing his routine work.

For he is preparing the bricks that will build tomorrow's business. He is choosing and treating the ingredients that will continue the spirit which drives the business.

"Free Entry of Samples" Defined

(From Our Regular Correspondent.)

WASHINGTON, D. C., December 20, 1911.—The Treasury Department has found that it has become necessary, owing to the very many questions that have arisen about the interpretation to be given to the department's decision of July 25, 1911, providing for the free entry of samples, to more specifically define the scope of the said decision. This decision is not to be construed to permit free entry of articles suitable for use or sale, as merchandise in the condition in which imported. Among the provisions are the following:

Articles suitable for use or sale as merchandise should not be admitted free as samples unless cut or bound or conspicuously and indelibly stamped or printed with the word "sample," in such manner as to prevent their sale or use as merchandise.

Articles suitable for use or sale as merchandise not cut or stamped as above required, will be assessed with duty as merchandise.

Articles imported for free distributing as advertising matter rather than as commercial samples, if suitable for use or sale as merchandise, will be assessed with duty.

Articles reported by the appraiser as samples not fit for use or sale as merchandise will be admitted free, notwithstanding same may have an invoiced or entered value.

A. F. TENNILLE

Stanger Goes to Royal Typewriter

Wesley A. Stanger, a young man of national reputation in business device circles, and until recently connected with trade publications at Chicago, is the latest noteworthy addition to the Royal Typewriter Company's organization, having been appointed manager of the Philadelphia branch.

Mr. Stanger has attracted notice by his contributions to prominent magazines, his writings having to do with business management, sales methods, etc. His knowledge of such subjects, coupled with his undoubted ability as an organizer and manager, will make him valuable in his new connection.



HAVING ENJOYED A
SUCCESSFUL YEAR,
WE WISH TO THANK
YOU ONE AND ALL FOR
FAVORS EXTENDED
AND WISH YOU —
“THE COMPLIMENTS
OF THE SEASON”
YOURS TRULY
THE GIBSON ART CO.
CINCINNATI

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

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Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

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4603 Beekman Catchow, New York

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New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Your publications are essential to our business. We are over 5,000 miles from the market, still they keep us in touch with matters."

GREETINGS

THE AMERICAN STATIONER takes this opportunity to wish the trade the compliments of the season and to express the hope that all will enjoy a happy Christmas and that the New Year may be a prosperous one for everybody connected with the trade.

THE NEW YEAR.

At this season the thoughts of all business men naturally turn to a review of the year, their feelings during the festive season being to a large extent dependent on the condition of their books of account. If the balance is on the right side and is somewhere near expectations then there is rejoicing and the holiday season becomes one of real joy. But when business has been bad and collections painfully slow, it is not in human nature to feel glad at heart, even in the Happy Yuletide.

As is well known, some lines of trade have not had a very good year and this,

coupled with the general unrest in the commercial world, is responsible for the conviction that 1911 has not been a prosperous year. This conviction, now that the year is about ended, is not so strongly held, even by those who have been most pessimistic. Exact figures on the business done will not, of course, be available until after stock-taking, which in some houses is already under way. When that is finished and the final footings made it will be found that the volume of business done in 1911 will show a slight gain over that of 1910, with a commensurate gain in profits. This prophecy is based on striking an average from the opinions gathered in regard to the year's sales.

A strong characteristic of the business during 1911 was that individual orders were comparatively small, stationers, in common with merchants in other lines, having throughout the year bought very conservatively. This fact, together with slow collections, is responsible for the impression that business has been bad. Instead of this being the case, however, the contrary is the truth, the trade having been deceived by the smallness of the orders received. These, it is now found, have run into more money than would have been the case had the stationers anticipated their wants and sent in only a few heavy orders. When they do this it often happens that the stationer is astounded at the quantity of goods he has on hand and makes up his mind not to order "another single item" until the goods now in stock are all sold out. In living up to his resolution he loses much business, just because he will not order a few dozen of many small items, the sale of which might add considerably to his profits. Besides losing this business, he no doubt loses other sales through his customers going elsewhere in search of the latest novelties which he has refused to stock.

From the experience of the year the argument in favor of small orders and quick sales is very strong, indeed. By means of the new method all transactions are soon cleaned up, leaving no big stocks on hand and no big bills to worry about paying or collecting. This is what has happened this year, and all hands are quite well pleased with the result. Stock-taking, which is now in progress in some houses and soon will be in all, will act as an endorsement of the new and better way of doing business.

STOCK-TAKING

The manufacturing and wholesale stationers are now in the throes of tabulating what stock they have on hand. After the first of the year the retailer will also get busy on the same disagreeable task. But as the latter has a week or more in which to prepare for his stock-taking, this time, or whatever spare time he can give to the problem, should be devoted to laying out a plan of work which will fit in with the new cost finding programme, which has been agitated of late, especially among the New York stationers and also at the Buffalo convention.

Those stationers who are in the habit of marking the cost price on all their goods will have a great advantage over their more careless brothers who are concerned only with the selling prices. To the former we suggest the addition of an extra column or two on the stock-taking slips wherein the cost prices of the stock, as called off, might be entered opposite the quantities found on hand. The next blank column can later on be filled in with the figures covering the total cost of the quantity of each item found in stock. By this method quantities and cost can be obtained at the same time.

To those who have heretofore ignored the cost of doing business, this simple beginning will act as an eye-opener and will, perhaps, induce some of the trade to pursue the subject farther. Having found the value of the goods on hand a new adjustment of selling prices may be in order, but these cannot, of course, be accurately determined until all the other items that affect cost are taken into consideration. There is, however, nothing like making a beginning, and it seems as if stock-taking time afforded a good opportunity for that purpose.

ROUNDABOUTS

BY THE TRADE LOUNGER.

The closing of the year is always a time for making good resolutions, but when you hear of a member of good standing in the congregation of good fellows in the trade turning over a new leaf six months ahead of time, we ask ourselves "will wonders never cease." It's true, nevertheless, and if you doubt it stop in at Tower's, 306-8 Broadway, New York, and ask Jim Fisher "to have something." Others desiring special mention will do likewise and mail in names. It's never too late while the light holds out to burn.

PAPER KNOWLEDGE

What a Stationer Ought to Know About Carbon Papers—A Consideration of Their Types, Characteristics, Factors.

Amongst the various types of paper specialties made use of in the commercial world, says Harry Maddox in The Stationery Trades Journal, none have developed so rapidly, both in improved quality and increased output, as have carbon papers. Practically every business uses carbon paper for some purpose or other, whether for typewriter, pencil or agate style duplicates, or for pen copies. The demand is so large and so varied that every retail or wholesale stationer has dealings with the commodity, but very few are intimate with the nature and qualities of the numerous varieties now on the market. Of all papers, carbon is about the most difficult to judge, there are so many pitfalls and so little distinction between a good carbon and an imitation that even the most expert paper handlers readily go wrong. Use seems to be the only test relied on by most people who buy carbons.

THREE TYPES OF CARBON.

There are three main types of carbon paper, namely, pencil carbon, pen carbon and typewriting carbon. The principles of manufacture are much the same in each case, special characteristics being imparted on suitably chosen material to meet the particular exigencies of each grade. The old method of producing carbon paper (still largely in vogue) was to select a strong thin paper of close texture and fairly well sized with resin. A coating substance was then prepared from lard, soft soap, or olive oil and cerasin wax, mixed with a coloring matter such as lampblack, ivory black, indigo, carmine, etc. The paper was then smeared or brushed over with this mixture, and heated to soak it in, after which it was allowed to set and the superfluous matter removed. Of latter years a new process has been introduced by means of which the greasy fat substance has been eliminated and a certain species of pure, unadulterated wax substituted. The old method of hand smearing the sheets has been replaced in most cases by up-to-date machinery methods.

CHARACTERISTICS OF EACH TYPE.

To consider more closely the characteristics of each type of carbon paper, taking first the variety specially made for pencil or style writing. This is produced in several grades: Coated one side (or semi) and coated both sides, thin and thick (sometimes termed rich), and in five colors—black, blue, purple, red and green. Furthermore, it is possible to procure hard or soft surface. The

usual sizes for the wholesale are demy flat, 17½ by 22½, and double crown, flat or folded, 20 by 30. The great majority of such carbon is cut to suit manufactured books of varying sizes, and, therefore, a standard range of sizes such as is universal in typewriting carbons cannot always be satisfactorily arranged. One-sided carbon is for use where manifold paper and style is not desired, the writing being performed in pencil on soft printing or writing paper, and the carbon duplicate, falling on the under leaf in contact with the coated side of the carbon. Where a style is used, two-sided carbon is necessary, in which case

mitted that the pencil carbon is softer, usually duller on the surface, thicker, and not so even, smooth and clear on the back, while the film or coating of typewriting carbon is almost always well polished. To smear the fingers with typewriting carbon requires an effort; not so with pencil carbon, which, with the important exception of the hard-surfaced non-grease variety produced by a celebrated manufactory, is usually moist, and fatty in the coating.

PROFIT IN TYPEWRITER CARBON.

Typewriting carbon paper is a source of much profit to the stationer, the de-



VIEWS OF THE STORE AND TRUNK FACTORY OF THE CATARACT BOOK AND STATIONERY STORE OF SIOUX FALLS, S. D.

the upper leaf (or original copy) is constituted of manifold paper (about which more will be said next issue). The essential in this manifold leaf is that it must be so transparent as to show the writing through from the back. The action of impressing the style creates two carbon copies at once, i.e., one from each side the carbon paper, the top impression being a carbon copy on the back of the manifold leaf. Thin carbon paper gives much sharper copies, but is not so durable as thick carbon, the latter needing heavier impression, however, to give a clear copy. The distinction between thick pencil carbon and typewriting carbon is so decided as to need no comment, but between the latter and thin one-side pencil carbons there is not a great difference in mere looks. In quality, however, the average difference is a matter of treble or quadruple cost. As a means of detection, it may be sub-

mand being a large and increasing one. Although regarded as a semi or one-sided carbon, it may occasionally be required, and can usually be supplied, as two-sided. This variety is used between manifold sheets where a good number of copies are required at one operation. Naturally the impression is on the back of the transparent manifold, and is read through from the front. The same range of colors are produced as aforementioned for pencil carbons, with the addition of yellow, a seldom-required color. The greatest retail demand in typewriting carbons is for the standard sizes: Foolscap, 13 by 8, and Quarto, 10 by 8. For out sizes it is profitable to work from the flat ream, usually demy, 17½ by 22½. To accommodate various requirements three weights are sufficient—light, medium and heavy, or thin, light and standard. The thinnest grades give more copies, of course, but are most sus-

BIG HOLIDAY TRADE

Boston Stationers Are Doing the Largest Holiday Business They Have Ever Had —The Engravers Are Organized.

New England Office, THE AMERICAN STATIONER,
127 Federal St., BOSTON, Mass., Dec. 19, 1911.

While the warm and summer-like weather of the last days of the past week in a measure retarded the holiday trade, a clear sky and somewhat brisk day yesterday more than offset what little business was lost on those days. Without exaggerating in the least there is not the slightest doubt that the volume of business done this week, both by the department stores and stationery trade, will exceed that of last year which was in reality a good year. All are therefore in a pleasant mood.

BIGGEST HOLIDAY SEASON.

Every day new bits of evidence have appeared which have more than offset any stated opinions that business conditions were not up to the standard. The character of the business being done by the local stationers has been reflected by the quality of goods they have displayed during this holiday season which have been of a high quality and in the line of more useful gifts. This feature has brought to the store a substantial line of patronage which here-

fore have been given to visiting specialty stores in the search of the very goods now carried by local stationers. There is no doubt when the holiday season of 1911 becomes but a memory that the local stationers will be able to say it has been one of the best, if not the best they have ever had.

Messrs. Beetle & Maclean, of Bromfield street, who are jobbers in specialties, have been rushed in their efforts to supply the needs of their customers. One of their specialties is that of paper boxes for jewelers and they have been kept busy filling reorders on this line. Fitted out as they are with their own printing plant they have been enabled to take care of the needs of the local jewelry trade which has been obliged several times to send in reorders for boxes. In many instances the orders have been delivered fully printed next day after their receipt, something which has been most unusual in the history of the local trade.

W. B. Taylor, one of the Western representatives of L. E. Waterman Company, is here for the holiday season, assisting in the caring for the retail trade at the Boston branch. Mr. Taylor expects to spend several weeks in this section, which was formerly his home, he being at one time, prior to his promotion, connected with the local branch.

John F. Briggs, Eastern representative

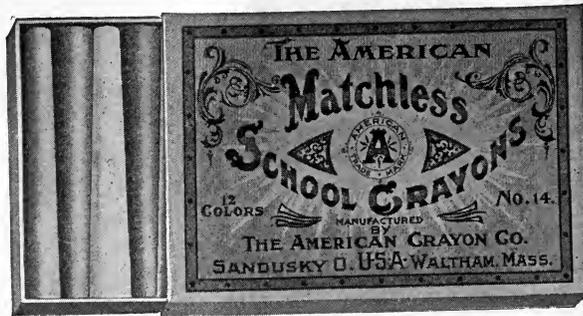
for the Conklin Fountain Pen Company, Toledo, Ohio, is putting in his spare time this week with a demonstration of the Conklin pen in the store of Hill-Smith Company. Since coming into the Eastern section as representative of the Conklin Pen Company Mr. Briggs has met with a remarkable success in increasing the list of dealers who are handling the Conklin pen. The demonstration he is giving in the store of Hill-Smith Company is doing much to further interest the public in Conklin's self-filler.

ENGRAVERS' ORGANIZATION PERFECTED.

A permanent organization was affected at a meeting held at the United States Hotel last Tuesday evening by the engravers of Boston. The organization will be known as the Boston Association of Steel & Copper Plate Engravers. The officers chosen to serve the first year for this infant organization are A. E. Vose, president; B. D. Wetherbee, vice-president; F. N. Farnum, treasurer; J. H. Elwell, secretary. Executive committee, G. A. Sylvester, J. R. Swain and C. J. McKenzie. It is the intention of this association to work in conjunction with the Boston stationers to do all that is possible to bring about a betterment of conditions among their members and by affiliation with the national organization of engravers to establish ideas which will be of mutual benefit. A. A. TANYAN.

YOU DON'T HAVE TO SELL IT IT SELLS ITSELF

TWELVE BRIGHT
COLORED
CHALK CRAYONS



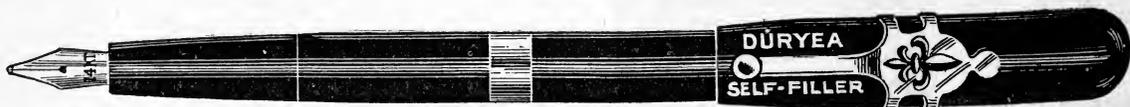
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JOBBER
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THE AMERICAN CRAYON COMPANY
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20

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



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\$8.00
Per Dozen

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For Kindergarten, Marking
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Hard Pressed for Pastel
Effects.

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For General Color Work,
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Dustless White and
Colored Chalks.

Samples furnished upon
application.

BINNEY & SMITH CO.
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We Wish You

A Merry Christmas

and

A Prosperous

New Year

**CHAS. S. CLARK
COMPANY**

ST. LOUIS

A man may be satisfied for a time with any one of the many good business papers. But he is likely to become more particular when he sees the beauty of some correspondent's letters on

Strathmore Parchment

Don't wait for satisfied customers to become discontented. Show them all "Strathmore Quality" before some one else does.

Write for the Strathmore Parchment Test Book. It will show you and you can show others.

The "Strathmore Quality"
Typewriter Papers and Manuscript
Covers

present ten grades—from Strathmore Deed and Strathmore Parchment down; and two grades of Manuscript Covers. It's the line that has ready selling qualities. Write for the sample book.



Strathmore Paper Company

Mittineague, Mass., U. S. A.

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WE OFFER TO THE TRADE

PURE RUBBER BANDS

Made of the finest Beni Bolivian Fine Para
Rubber, guaranteed for 5 years, at the right price.

Write for samples and quotations.

KABUS RUBBER COMPANY

44-60 E. 23d Street, New York

NEW PATENTS

WASHINGTON, D. C., December 20, 1911.—Messrs. Davis & Davis, Washington patent attorneys, report the grant, this week, of the following patents:

1,011,228—Combined Memorandum Pad and Wallet. O. Mitchell, Boston, Mass.

1,011,346—Loose Leaf Binder. J. D. Hughes, Chicago, Ill.

1,011,391—Loose Leaf Device. H. M. Sturgis, Kansas City, Mo.

1,011,651—Note Book. G. Stavens, Coeur d'Alene, Idaho.

1,011,697—Combined Mailing Card and Merchandise Carrier. L. C. Witkowski, Washington, D. C.

1,011,795—Loose Leaf Book. F. E. Housh, Winthrop, Mass.

1,011,827—Loose Leaf Binder. J. Loth, Hibbing, Minn.

1,011,853—Desk Pad Support. C. L. Rockwell, Jersey City, N. J.

1,011,911.—Earmark and Means of Attachment. W. Burgess, Hawera, New Zealand.

1,012,090.—Temporary Binder. F. L. Manny, Benton Harbor, Mich.

1,012,112.—Envelope. J. H. Swindell, Atlanta, Ga.

1,012,202.—Locking Device for Clip Files. H. K. Hobe, San Francisco, Cal.

1,012,229.—Crayon Holder. E. Wilson, Hoquiam, Wash.

1,012,429.—Book. J. M. Pope, Baltimore, Md.

PAPER KNOWLEDGE

(Continued from page 21.)

ceptible to damage, whereas thicker substance gives less clear impressions through many copies, but wears well and withstands handling. In actual use, the class of work and number of copies requisite are the controlling factors in right selection of thickness. A vast difference in price is to be observed between certain low-grade products as compared with celebrated makes. To the eye no great material difference is apparent. Even a close examination reveals little pronounced or distinct superiority of the high-priced typewriting carbon. The truth is that the imitation is an easy matter—on the surface. It is necessary to thoroughly understand what it is that imparts the brand of genuine high grade to a carbon paper prepared for typewriting purposes. Without this knowledge, the stationer cannot hope to satisfy the client who fails to understand why he is asked to pay four times the amount for a commodity apparently the same as the quarter-price grade.

FACTORS INFLUENCING PRICES.

The factors which influence the price of carbon papers are body stock, color-

ing matter and greasy, fatty or waxy vehicle. Take first the paper, which may range in cost from 3d. to 1s. 6d., or even 2s. per pound. The cheaper paper is almost undetectable by ordinary methods owing to its coating. It is of obvious importance that the paper should be yielding or flexible, but cheap stock used for carbon coating contains an amount of wood, which renders it harsh. To render the impression from the typewriter firm and clear, it is essential that the paper be very carefully made, in order to preserve the requisite closeness of fibre and texture. With cheap stock this cannot be ensured, and therefore, after the first few copies the paper commences to bear directly upon the result. The correct fibres for high-class carbon papers are cotton, linen and hemp, mixed in defined proportions. Their cost prohibits their use in any but the best papers, and weak, brittle, short and inferior fibres take their place.

THE COLORING MATERIAL.

The coloring material is more important in many ways than the paper; its consequences are much more far-reaching. If the color of a carbon copy is going to fade away after a short duration of time, what trouble and expense may occasionally be caused is a matter of conjecture. Certain it is that the majority of the colors used in cheap typewriting carbons, perhaps with the exception of black, are produced without any guarantee as to permanency. Particularly bright and alluring colors are produced by the aid of aniline dyes, at very little cost. Such colors are used for the cheapest carbons, and copies taken from them will fade in a comparatively short time, being almost bleached away if exposed for a period to direct light. The carbon itself deteriorates in color, but to nothing like the same extent as the copy therefrom. Black and blue may be of fair duration, but purple, red and green cannot be relied upon at all. In the higher-class typewriting carbons black and blue are thoroughly permanent, purple is liable to lose its color after a considerable period, while green and red are also apt to fade somewhat.

COMPOSITION OF COATING MATERIAL.

The coating matter of cheap grades is composed of low quality greases, which are soft and dirty to the fingers. The surface may appear hard, and is usually glossed over, but a slight pressure will remove the upper hardness and reveal a soft interior. Furthermore, a mixture of cheap fats is liable to deterioration by chemical change, one substance working against another and again reacting upon the color. Cheaply coated stock may at first give sharp copies, but after continued use blurred

impressions are produced. The best class carbons are composed of pure, unadulterated waxes of high melting point, which remain unaltered throughout the life of the carbon. The hard, glossed surface is a natural one, and does not conceal a soft greasy interior. Another class of carbon stock is that known as pen carbon, specially produced with a highly sensitive film to reproduce the lightest touches of a steel pen. In other particulars pen carbon is akin to typewriting carbon, and is made in black or blue colors. To be of high quality, it should not readily smear by the weight of the hand or the touch of the fingers, otherwise exceedingly dirty copies will result. Of necessity it must be thin, but on that account should be composed of tough body paper, to withstand ordinary handling. As with all extra thin grades, there is a tendency with poorly made carbons to absorb some of the coating through to the back of the sheet. This should be carefully watched, for in use smearing on the original copy is the result.

QUALITIES SUMMARIZED.

To sum up, a high grade commodity should partake of the following qualifications: Toughness, hardness and evenness of coating, permanency, durability and non-greasiness. It should give crisp impressions of good color, fast to light, while smears and dirtying of the fingers should not be a characteristic feature.

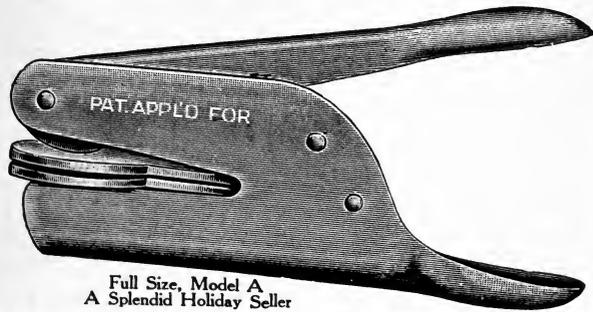
Advertising in Foreign Papers

Advertising in some form is recognized as an essential factor in every effective trade-getting campaign in this country, and this is to a considerable extent true in foreign markets. Most American manufacturers, although familiar with the style and cost of advertising at home, do not have such information regarding foreign countries.

In order to furnish those engaged in or desirous of entering the foreign field a general idea of the cost of newspaper advertising abroad and the papers it might be advisable to use, the Bureau of Manufactures, of the Department of Commerce and Labor, is publishing in Daily Consular and Trade Reports a series of reports by American consular officers on foreign news and trade papers. The reports embrace such points as location and class of paper, district covered, circulation, subscription price and advertising rates.

The list for England, which included the papers in fifteen districts, appeared in Daily Consular and Trade Reports for November 27. Lists for South American countries are in course of preparation and will be published at an early date. The series, when completed, will cover all foreign countries.

ROOVER'S HAND EMBOSSER



Full Size, Model A
A Splendid Holiday Seller

The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
Require little effort to sell—one sale leads to more



Single Initials—25 in a display box (except X) retailing
for 25 cents each—to the dealer, \$3.75 delivered.
Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request.
It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

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MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface;
a relief from Harsh, Hard Surface Bonds.

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| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
| KINGSLEY PAPER CO.....Cleveland, Ohio. | A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa. |
| DIEM & WING PAPER CO.....Cincinnati, Ohio. | O. W. BRADLEY PAPER CO.....St. Louis, Mo. |
| BEECHER, PECK & LEWIS CO.....Detroit, Mich. | ZELLERBACH PAPER CO.....San Francisco, Cal. |
| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
| THE C. P. LESH PAPER CO.....Indianapolis, Ind. | ZELLERBACH PAPER CO.....Los Angeles, Cal. |
| BENEDICT PAPER CO.....Kansas City, Mo. | H. N. RICHMOND PAPER CO.....Seattle, Wash. |
| JOHN LESLIE PAPER CO.....Minneapolis, Minn. | W. E. EBBETS PAPER CO.....Syracuse, N. Y. |
| THE E. A. BOUER COMPANY.....Milwaukee, Wis. | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

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It pays you to stock Quality Goods

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The Finest and Best Rubber Bands || A High Grade Band at a Low Price

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IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer

Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

SPECIAL PUBLICITY

How Retailers in Smaller Cities May Profitably Combine in Their Advertising and Window Dressing.

This is the age of the specialist in business methods. While retail distribution is being concentrated more than ever in big emporiums, thus generalizing the character of retail business, big interests thus involved have created specialists in various departments making for greater efficiency as a whole and explaining largely the success of department stores.

Among the specialists whose vocations have been made possible by the big stores, not the least important are advertisement writers and window dressers. By devoting their entire time and thought to the publicity department, these men have become experts, and thus render a service superior to those who must combine with such work other duties of retailing.

The small dealer or specialty retailer is handicapped in his advertising and window dressing by lack of skilled service, says a writer in Trunks and Leather Goods. He cannot give necessary time to the work himself, and if left to a clerk, the results are frequently disappointing. To secure expert service, even in combination with salesmanship, the average dealer must pay more than the business will warrant. Skilled service in the matter of window trimming and advertising is usually disproportionate to the business transacted. Hence he usually depends on his own efforts or one of his clerks.

Specialization on independent lines has evolved a condition by which the small

dealer may secure expert service at a moderate cost. In many cities there are men, and even women, who trim the show windows of local merchants for a regular weekly rate, giving changes according to the price. Their clientele comprises a certain number of small dealers in different lines, and they have just enough to keep them employed all the time at this work.

In one of the large eastern cities a prominent trunk dealer who recently adopted this method of window trimming says the results are very satisfactory. He found that a good window dresser and salesman was hard to find. Those who were competent wanted more wages than he could afford to pay. The services of a specialist were secured averaging about an office boy's wages. This man visits the store several times a week, looks over the stock, gets ideas of new things and desirable lines to display. He takes entire charge of the window, which is changed according to the contract, and his knowledge of the subject is reflected in a more attractive trim as well as economy of space. The dealer does not have to worry about the window and is always sure of getting the best value from this department of publicity.

We suggest to dealers, in cities where this system is not established, to co-operate with other dealers in securing the services of a specialist for both advertising and window dressing. The cost to each merchant would not exceed a few dollars weekly, and in most instances would be considerably less. Better results and increased business would compensate for the expense, which ought to be nothing additional, considering the time the clerical window dresser or proprietor would have for other purposes. In fact, the retailer whose experience has been

mentioned found the services more economical than any other that could be secured.

The principal of specialization also applies to other details of store management. There are quite a number of retailers who still adhere to old-time methods and attempt to do everything about the shop. Of course, in some instances diversity of work is necessary. A small business cannot afford specialists for regular employment; that is, men who devote all their time to that particular business. They would be unnecessary, aside from the question of expense, but very often the proprietor, for economical reasons, will try to do everything, even working overtime to keep up with the business development.

In many cities there may still be seen relics of the old-time merchant, who has persisted in this policy of trying to do too much. He is usually recognized by the appearance of his store—about ten years behind the times. Doing many things means that none will be well done, except where the shop keeper is a versatile genius and his business does not require more than normal attention. As the business develops, he should learn to specialize and eliminate such personal work as can be done better by someone else.

Try to keep the counters clear of debris and goods that have been taken from shelves to show customers. When through with, the goods should be replaced in their positions as soon as possible. This will save confusion, will allow of the selling force being enabled to put their hands immediately on any wanted article, and will save the clerks staying after hours or coming back at night to clear up for the next day's business.

Hitch Up These Two Giants!

The consumer's insistent demand is for a pencil that looks well, sharpens easily, writes smoothly and seldom breaks.

The retailer's insistent demand is for a pencil that moves itself—for something that will not collect dust on his shelves.

DIXON'S AMERICAN GRAPHITE PENCILS

have always satisfied their most exacting users because they are first required to meet the inspection of a more rigid judge—an ideal.
Dixon's American Graphite Pencils have the splendid power of national advertising behind them—behind you! Hitch the Dixon Advertising—plus Dixon quality—to the sales end of your business—it pays well!

Have you a catalogue?

JOSEPH DIXON CRUCIBLE COMPANY, JERSEY CITY, N. J.

NEW YORK
BOSTON

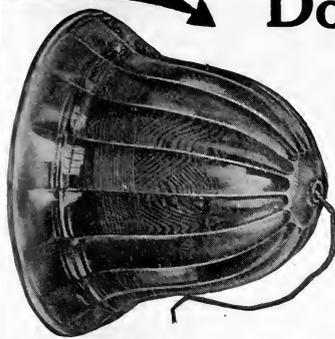
PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

ST. LOUIS
ATLANTA

Do You Appreciate



THE WRIGHT GLASS TWINE HOLDER

with special metal base may be fastened on the wall or suspended from counter or ceiling in the same manner as you would screw an electric-light fixture into the socket.

what a valuable addition this most practical and attractive glass twine holder would be to your store or office equipment, instead of the old style and antiquated appliances which have been in use for so many years. There has long been a demand for something a little out of the ordinary and the tremendous sale we have had on this article is abundant proof that the aggressive merchant of today is alive to the necessity of having attractive and labor saving appliances as well as an up-to-date window front for the display of his merchandise.

The Wright Glass Twine Holder

keeps the twine secure, runs freely yet prevents unravelling and catching into knots. It is beautifully designed, being cut from heavy pressed glass and is practically unbreakable. Holds a half-pound ball of twine comfortably and can be used anywhere.

Write for Full Particulars and Dealers' Prices to Nearest Branch.

WRIGHT CUTTER COMPANY

NEW YORK
19 Warren St.

24-28 Binford Street, Boston, Mass.

CHICAGO
29 So. Clinton St.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.



In White and Colors *Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

HARD LUCK, BUT —

Expressions of sympathy did not prevent
the loss of the pen, and yet the man with



THE MODERN "B" PEN AND PENCIL CLIP

shows how easy it is to prevent a similar occurrence. This same thing is happening every day, and every day you are losing business if you do not handle and push this popular clip.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York

Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.



Wishing you the compliments of the season, with a substantial increase in both profit and pleasure during the year 1912.

The
Chas. H. Elliott Co.
North Philadelphia,
Pa.

SALES DEMONSTRATION

Courtesies Among the Sales Force—Effect of "Good Morning" and of "Mr." and "Miss"—All Should Pull Together.

Written for The Stationer by *Thin fellow*.

Sales Demonstration, held two weeks ago by Wm. G. Johnston & Co., of Pittsburgh, Pa., proved so interesting and instructive that another was held on Saturday of last week.

Chairs were reserved for the lady clerks, and in all about twenty-five employees were in attendance. Mr. Clough opened the meeting with a ten minute talk commencing with,

THE CHEERY "GOOD MORNING."

I don't know, maybe it's just as well I can't have my may in everything, but if I could, everyone on the first floor from the store boy to the firm would greet everyone else with a cheery "Good Morning."

Why? well because the psychological effect is good. If you feel grouchy and it comes hard to say "Good Morning," so much the better, for the effort will cure the worst case of grouchiness on record, and you'll feel better with it out of your system and the "other fellow" will be happier.

For instance, suppose Mr. Leeds comes to his work full of some plan for re-arranging his stock so it will be more convenient for selling and more easy to tell just what we have on the shelf.

He says "Good Morning" and I look at him as though he were a boiled owl or a brass monkey, making no reply to the salutation, isn't it the most natural thing in the world for his ardor to cool down, his enthusiasm to ooze out at his finger tips and for him to say under his breath:

"Well if you don't care, I don't, and the stock can go to thunder."

That's the way I'd feel about it anyhow.

I tell you a cheery "Good Morning" is worth a hundred dollars a day to the firm.

Let's try it on, anyhow.

THE "HEARTY HAND SHAKE."

I like to shake hands, but not with everybody, and not every way. Therefore, it is advisable to use discretion in the matter, and, as a rule, allow the customer to make the first move.

There are some hand shakes that are not hearty.

There is the "Sassiety" shake, with hands elevated, shoulder high, and the finger tips barely touching—this is really no hand shake at all.

Diametrically opposed to it, is the vice-like grip. I have in mind a traveling salesman who once gave me such a

grip that I thought all the bones in my hand were broken. It required two hours for me to recover, and about two years before I could give the offender an order, and yet he was a good, well meaning fellow.

Hand shaking is not intended to be a demonstration of muscular development.

Then there is the sweaty, clammy hand shake. It isn't pleasant, I have reason to remember a salesman who always gave me that moist sort of a grasp, and I always felt uncomfortable until I took a wash up. If you have sweaty hands use talcum powder on them.

Then some people shake hands like a dead fish—no life, no interest, no anything to it.

I like the kind of shake that starts at the heart, sends an electric thrill down my arm up to the other fellow's shoulder, and warms the cockles of his heart, and makes us both feel comfortable.

I will not mention the delicate grasp of a young maiden—Oh, Yum! Yum!! I could stand that kind for half an hour if Mrs. C— were not looking.

In a word—just be careful how, when, where and with whom you shake hands.

PULLING TOGETHER.

In an establishment like ours there should be hearty co-operation—"team work," if you please.

Every fellow should help the other. There should be no jealousies or ill-feelings, if for no other reason, for the good of the firm that pays your salary and expects to profit by your services.

Don't turn down an order because it

goes to some other department and you receive no particular credit for it.

I want your help; I want your suggestions, but I do not receive half a dozen in a week.

Let us pull together.

We have a "Suggestion Box," but it is not used enough. The first suggestion read:

"This looks like you didn't understand your business."

Thank Heaven! I am not too old or too stupid to learn something from everyone here or elsewhere.

Tell me something, please.

Another slip read:

"Your service cannot be improved."

Well, I hope we are not so dense that we can't make some improvement.

"MR. OR JIM"—WHICH?

Again, if I could have my own way, everyone in this establishment would be addressed as Mr., Miss, or Mrs., as the case might be.

Why? Because of the excellent psychological effect it has, particularly on salesmen and selling.

A man who is always addressed as "Mr." has more self-respect and more confidence in himself. He can face the most austere Purchasing Agent without flinching, and feel that he has just as much right to live as the "other fellow" has.

Shall we say Mr. or Jim? Miss or Sally?

Calling your customer by name is worth dollars to you every day.

I used to buy my hats from — & Co., but they never knew me—just looked at me every time I entered the

(Continued on page 35.)

WANTS AND FOR SALE.

Minimum rate for advertisements of this class first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

A HIGH GRADE MAN, with experience in the social stationery business; one capable of taking charge of an active stationery business in New York City; state age and experience. Address Social Stationer, care American Stationer.

FOR SALE—Complete plant for the manufacture of round and square corner die cut cards. For particulars, address C. B., care American Stationer.

NEW BANK ITEM.—Sells \$20 to \$2,000 and up. Good proposition for salesmen having established routes. Give territory, line and references. The Merrill Co., Eugene, Oregon.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papeteries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards
Hurds Royal Red Stock } \$3.00
St. Patrick Cards } per 100
Hurds Royal Green Stock }

The kind we have made so popular

"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER



BANDS

You cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Daval" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

DAVOL RUBBER COMPANY, Providence, R. I.

ECONOMY



- National 4 lbs.
- Union 2½ lbs.
- Columbian ... 2 lbs.
- Star 1 lb.
- Crescent 1 lb.

The dollars and cents wasted in excess postage cannot be estimated where a postal scale is not used or where one is used that is not reliable.

It is a question of ECONOMY. The Pelouze Postal Scales will soon pay for themselves in stamps saved.

They are made in several styles, especially adapted for the large business house, office, store and home. They not only give the cost of postage in cents on all classes of mail matter but also give exact weight by half ounces.

There is no economy in a cheap postal scale. Those that sell for less are worth less. Inquire of your Stationer or Hardware Dealer.



- Mail and Exp. 16 lbs.
- Commercial ..12 lbs.
- U. S. 4 lbs.
- Victor 1½ lbs.

SEND FOR CATALOGUE OF POSTAL SCALES

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine
STEWART HARTSHORN CO.
 Office and Main Factory. E. Newark. N. J.

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.
PAPER WAREHOUSES 32, 34 and 36 Bleecker Street NEW YORK
 20 Beekman Street

N. Y. Silicate Book Slate Co.
 20-22-24 Vesey St., New York.

THE GREAT SILICATE REVOLVING BLACKBOARDS

Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 4th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the
NEW YORK SILICATE BOOK SLATE CO.
 20-22-24 Vesey Street, NEW YORK
 Factory

N. Y. Silicate Book Slate Co.
 631-633 Monroe St., Corner 7th St., Hoboken, N. J.

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

\$5.50 PER 1000

DISTINCTLY DIFFERENT from any other style Local View.

QUALITY the same as all our other high grade products. Every card we make is an advertisement for us.

FOR THIS REASON Kropp cards sell rapidly.

YOUR PROFITS ARE BIGGEST on Quick selling Goods. Therefore, try Kropp cards and make more money.



Made to order from good Photo, any Size.

SATISFACTION GUARANTEED.

QUICK DELIVERY.

FULL SAMPLE ASSORTMENT UPON REQUEST.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

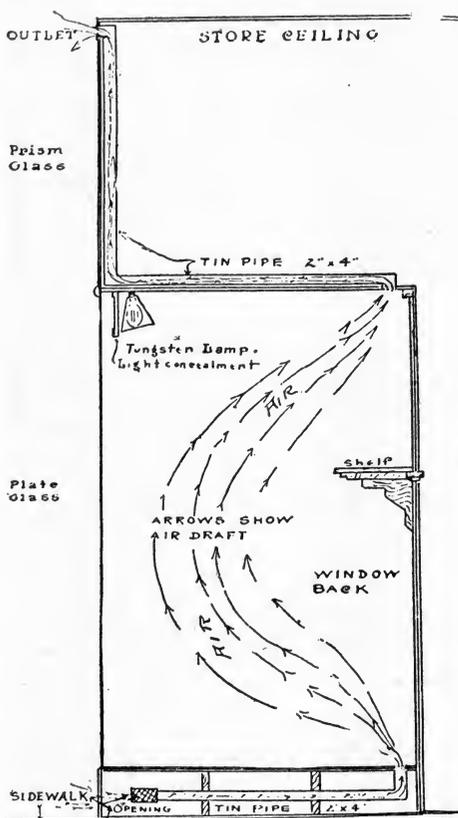
FROSTING WINDOWS

An Explanation of the Cause—Windows Should Be Air-tight—A More or Less Serviceable, Effective Precaution.

The accumulation of frost upon the inner side of the plate glass in show windows is caused by the warm, moist air of the interior coming in contact with the glass which has been chilled by the freezing atmosphere on the outer side.

The above is the explanation given by a writer in the Canadian Trader and Jeweler.

When the temperature on the outside is sufficiently low, he says, and a certain difference is attained between the moisture with which the warm inside air is charged



the moisture is deposited upon the glass in the form which we ordinarily call steam. This will gradually freeze, and the window will become covered with frost in proportion to the lowness of the outside temperature.

With the cause of the frosting thus clearly understood it will be much easier to prescribe measures which will operate to overcome the evil.

PRECAUTIONARY MEASURE.

The first thing required is to box up or enclose the windows. But some of our readers will say that their show windows are already boxed in, and still the frost accumulates. To those and to all others we say that it is important that the enclosure be made practically air-tight, as regards the inner side, if the precaution is to be effective.

It is well known that little or no frost is seen upon the double windows of dwellings or other buildings even in the coldest weather. Where the double windows fit perfectly the air between the two sashes remains at an average temperature as compared with that within the room and upon the outside. The difference in the temperatures of the air upon the two sides of the outer sash is not sufficient to cause the moisture in the air of the enclosed space to congeal.

The enclosing of the show windows works on the same principle as the double windows, and so long as the air of the enclosure is maintained at a temperature not much above that of the outside air there will be little danger of frosting.

But to maintain the required temperature is the difficulty, and it can never be accomplished so long as there are cracks in the enclosing woodwork or bad joints around the doors. Moreover, it is very essential that the doors to the show windows be kept constantly closed. Whenever it may be necessary to enter the window the door thereto should be closed immediately upon entering and directly after leaving.

Kerosene, the ordinary commercial gas and the other hydro-carbon illuminant should never be used for illuminating the show windows if the frosting is to be avoided. These generate heat quite rapidly and the frost soon appears and spreads. Later this may be partially melted, but in doing so the trickling streams of moisture will leave dirt streaks throughout their course.

Electric lamps are best suited to the illumination of show windows, but even these give out a slight amount of heat. They should, therefore, always be placed near the top of the window (in reflectors), where the accumulated warmth will be retained, and therefore with small likelihood of causing the frost to gather.

As an added precaution many show windows are supplied with outside ventilation; for, notwithstanding the adoption of the preventive measures just outlined, the frost will appear at times, especially in very cold weather when the stoves, furnaces and boilers are pushed to their utmost. Then the difference between the outdoor and the indoor temperature is extreme.

GOOD WAY TO VENTILATE.

These ventilators consist of openings at the top and the bottom of the window and are covered with a fine bronze wire gauze to keep out the insects and the dust from the street.

In constructing these ventilators care should be taken that those at the top are either more numerous or else much larger than those at the bottom.

The reason for this is readily understood when it is recalled that the heated air not only rises but also expands. If the upper

ventilators are not of sufficient size to allow this expanded atmosphere to escape freely there will be an accumulation of the warm air in the enclosure and the frosting of the glass will follow.

It sometimes happens that the frosting of show windows can be traced to the proper construction of the floor of the window or to the dampness or extreme heat of the basement just beneath the show window, or more often it may be a combination of these.

Every show window should have a double floor, each thickness to be constructed as nearly air-tight as possible, and always with an air space between. With such a floor the dampness or heat of the cellar or basement will have little or no effect upon the atmosphere of the show-window enclosure.

OTHER EXPEDIENTS.

As a temporary expedient some merchants will resort to the electric fan as a means of preventing the frost from accumulating. Others will apply a thin coat of glycerine to the inner surface of the glass.

Both of these courses are more or less effective, but at the best are unsatisfactory and are seldom resorted to until the windows are partially covered with frost.

The glycerine treatment is not clean; the dust adheres to it and the merchandise is liable to injury by coming in contact with it. When for any cause it is not considered desirable or expedient to enclose the windows then we know of no better preventive than the fans.

It is well known that neither dew nor frost is seen upon the ground on the morning following a windy night. The effect of the fans in operation is precisely the same. With the air in motion the moisture will not collect either upon the ground or the glass.

Don't Always Wait to be Told

The stationery store clerk who has the habit of always waiting to be told what to do, generally has to wait for an increase in pay until he asks for it, and he doesn't always get it even then.

It is the man who does a little thinking for himself that gets ahead. The young man who doesn't leave all thought about window displays to the window dresser, and all thought about keeping the place neat and attractive to the porter, stands a much better chance of advancement than the one who is content to merely go about his routine work in a routine way.

It will not do you any harm if you do a little dusting and a little polishing yourself in what might otherwise be dull moments. If the goods on the shelves need rearranging, don't wait until the manager tells you to do it. Keep your eyes open and your mind active, even when you are not waiting upon a customer.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



WITH THE CLOSE OF THE YEAR, WE WISH TO THANK THE TRADE FOR THE MANY FAVORS EXTENDED TO US IN THE PAST, AND AT THE SAME TIME EXPRESS THE WISH THAT ALL MAY HAVE A HAPPY XMAS AND A PROSPEROUS NEW YEAR, AND NOT FOR ONE YEAR ALONE BUT FOR MANY FUTURE ONES.

THADDEUS DAVIDS CO., 95-7 VANDAM ST., N.Y.

If it's Anything in the Line of Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation BOSTON, MASS.

ACCEPTABLE GIFTS

DAYLOGUES Are Perpetual



"A diary that is good for all years"

MADE ONLY BY KIGGINS & TOOKER CO. 35-37 PARK PLACE, N. Y.

There are years of success back of Carter's Inks and years of success ahead of the dealer who sells them

PAYING UNDER MISTAKE

A Consideration of the Cases Involving Mistakes of Fact and of Law with Pertinent Illustrations Under Each.

BY ELTON J. BUCKLEY.

Copyright, 1911.

What is the legal status of a man who pays to another person money which he did not owe, but which he mistakenly believed he owed when he paid it? Can he recover it?

Business is full of such instances—dealers who overpay their accounts, consumers who overpay dealers, banks that honor checks when the deposit is insufficient to cover them, employers who pay employees more than is due them, and so on. I figure that the subject is pertinent, and therefore worthy of some discussion.

Generally speaking, the rule is that a person who pays money under a mistake of fact—in other words, if he believed as a matter of fact that he owed it when he did not—can recover it. And if the person to whom has been mistakenly paid is dead, it can be recovered from his estate.

The rule is the exact opposite when the payment is made under a mistake of law. Under the weight of authority, the man who, knowing all the facts, pays money under the mistaken impression that he is legally liable, cannot recover it, as he is supposed to know the law.

EXCEPTIONS TO THE RULES.

Both rules, however, have exceptions, as I shall endeavor to make clear.

The rule which allows the recovery of money paid under a mistake of fact is rather a broad one. It is not even required that the person to whom it is paid should have known he was collecting money not due. He need not have been guilty of any wrongful act at all—the point is, was the money owed?

The man who pays can even recover it if he could have known the facts, but did not. But if the payor, after he has discovered his mistake, is unduly slow in giving the payee notice and his tardiness puts the payee at a disadvantage, then he cannot get his money back.

The case books are full of cases decided under this principle. Here are a few instances:

A salesman employed on commission had a running account with his employer. He obtained another position and asked for a settlement. A balance was struck, and the employer paid the salesman \$450, which the books showed he owed him. The salesman receipted in full, and the account was closed.

The employer discovered a little later that an error in bookkeeping had caused him to pay the salesman \$200 too much; he owed him only \$250. He accordingly de-

manded a return of the overpayment, which the salesman refused to make on the ground that the account had been closed and the matter settled. The court decided against the salesman, and he had to refund the \$200.

If, however, the mistake had been discovered within a week, while the salesman still had the money, but notice of it had not been given him for three months, by which time he had spent it, it is highly improbable that the courts would have compelled him to return it.

In other cases, an insurance broker was compelled to refund money paid in excess of commissions owed, a contractor was compelled to hand back money mistakenly paid him for work not done, and so on.

RECOVERY BECAUSE OF MISTAKE OF FACT.

There are two important exceptions to the rule allowing the recovery of money paid under mistake of fact. First, money paid by a bank on a check which did not have sufficient funds on deposit to cover it. The law holds a bank responsible for exact knowledge of the condition of its depositors' accounts, and if a \$500 check of John Doe is presented and paid, and John Doe has only \$400 on deposit, the bank is out \$100. There is one exception to this—where the payee of the check knew that the maker's deposit was not sufficient. In that case he must refund.

New York is practically the only State where the above exception does not hold. There are some cases in that State which rule that a bank can recover money mistakenly paid out in the manner described. The great weight of authority, however, is the other way.

Another exception is where a person accepts and pays a draft under a mistake as to facts, which, had he known them, would have caused him to refuse it. He cannot get his money back either, unless the person whom he paid knew the facts of which the acceptor was ignorant.

PAYMENT TO AGENTS.

Just here there is an interesting little principle of law affecting the mistaken payment of money to agents. The rule is that where money has been paid under a mistake of fact to an agent, and the agent has in good faith paid it over to his principal, the agent is not personally liable for the return of the money. But where he has not paid it over at all or pays it after being told of the mistake, he can be compelled to personally return it. This is often useful in cases where the agent is more financially responsible than the principal.

I think that I should say that the mistake of fact must be one going to the very heart of the payor's willingness to pay. If he would or might have paid anyway, he cannot recover merely because he did not know the exact truth when he paid.

As to money paid under a mistake of law, the rule, as I have said, is that where

all the facts are known and the mistake is purely one of legal liability, the money cannot be recovered.

For instance, I remember a recent case in which the maker of a note wrongly construed a clause in it as meaning that he was liable for interest. After he had paid the interest, he discovered that he was not legally liable for it and brought suit to get it back. The court refused to give it to him, on the ground that he had made a mistake of law.

A manufacturer was threatened by an employee who had met with an accident on his premises. Believing himself legally liable for damages, the manufacturer paid him \$500. The Supreme Court of his State subsequently made the statement in a decision that the law had always been such as to relieve an employer from liability in a case precisely like this manufacturer's. The latter then sued to recover his \$500, but he did not get it, because the mistake had been one of law.

There are also many cases in which the legal effect of a contract has been misinterpreted by one of the parties, and payments of money made under that mistake of law. Such money has never been recovered through the courts.

ONE GENERAL EXCEPTION.

There is one general exception—where the mistake of law has been deliberately created by the false statements of the person who subsequently benefited by it. In that case the money can be recovered.

The State of California, almost alone of all the States, doesn't hold the above view. There money paid under a mutual mistake of law can be recovered under a State law. In Kentucky also there are some cases that hold similarly, though there is no State law on the subject.

The Value of Suggestion

The clerk in a stationery store should always be ready with helpful suggestions to the customer who seems at all in doubt. And the only way that he can do this is to know the stock thoroughly.

The chief value of a suggestion is in the way that it is made. It should never be made in an imperious, dogmatic way, as though the clerk felt that the customer was bound to follow it whether or no. Many customers are certain through sheer contrariness to reject advice that is given in such a tone or manner.

But on the other hand, if the clerk can offer a suggestion in a tone and with a manner that suggests that he is sincerely desirous of helping the customer to make a satisfactory selection, the customer is likely to not only follow the suggestion, but to be favorably impressed toward the goods purchased, so that he is far more likely to be pleased with them than he would be under other circumstances.

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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SALES DEMONSTRATION

(Continued from page 28.)

store as if I were a heathen, permitted out of courtesy, to patronize their establishment. One day I went in to O——'s store because I saw a hat in his window that pleased me.

A year later when I entered that store I was not only greeted by name, but Mr. O—— knew my size and what I wanted to pay.

Is it any wonder I wear an "Oetting" hat today?

But you say you can't remember names.

Well, there are some tricks that will assist you.

(1) To remember a name, look your customer squarely in the face and for an instant concentrate your mind on his name.

(2) Write the name slowly as you call up the face, then tear up the slip.

(3) In a book where customers' names are indexed, write opposite the firm the names of their buyer and others, adding a brief description, such as "Scar on left cheek," "Wears Maltese Cross," or any other distinguishing feature, and you can soon remember without consulting the book.

OTHER SPEAKERS AT THE "DEMONSTRATION."

G. E. Koerbel had always been satisfied with rubber stamped stationery until he met Frank Gibson, who fully convinced him that a steel plate letter head was the proper thing, and would add so much to the effectiveness of his correspondence, that he placed a \$75 order.

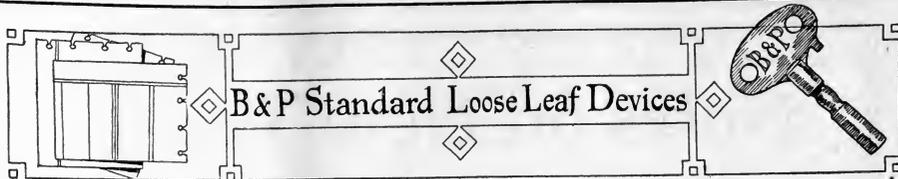
Frank J. Eiben gave a demonstration of the automatic system of filing correspondence and index cards that was little short of scientific, and landed his customer, who was represented by J. A. Cooper, every objection being met and overcome by convincing arguments.

Lewis Leed's demonstration of the Waterman fountain pen showed such a thorough knowledge of its construction and advantages that Leroy Myers was induced to invest in a \$5 "Ideal."

J. G. Mackey's excellent explanation and demonstration of the new Johnston monthly statement system was listened to with great interest, and the system was finally installed after a careful investigation by his customer, John Randall, who in no doubtful manner had said "Show me."

The Card System in a Bond Office

One of the most essential devices that should be added to an office equipment, if a stock or bond concern, bank, or in fact any financial institution, is a card system, or file, giving a description of the past, present and probable future value of any security. This protects the investor from exaggeration, misrepresentation or uncertainty.



Facts That Mean Money To The Dealer

☞ What record-keeping method is rapidly becoming the STANDARD of the business world?

☞ The answer is—LOOSE-LEAF!

☞ And what loose leaf line is most perfectly adapted to the business man's needs?

☞ There is but one *right* answer—B&P STANDARD and SIEBER & TRUSSELL—the new line based on the ripest experience in record-keeping to be found in America!

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

"Standard" and "Sieber & Trussell" LOOSE LEAF DEVICES

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclède Ave.,
St. Louis, Mo.

Name the BIGGEST Blank Book Maker in America!

☞ Also the house longest established.

☞ Also the one making the largest and most complete line.

☞ Also the one with the greatest reputation for uniform high quality and reliability.

☞ Also the one that invariably and absolutely protects the dealer!

☞ One name rightly answers all—

Boorum & Pease Company

MANUFACTURERS OF
STANDARD BLANK BOOKS
The Line of 10,001 Numbers

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. FACTORIES Brooklyn, N. Y. St. Louis, Mo.

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclède Ave.,
St. Louis, Mo.

The best offer in Blank Books is a Frey Patent Flat Opening Book, bound in full sheep ends and bands with Byron Weston's Paper



Notes on New Books

Popular Books.

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending December 20, as follows: Schreiner's "Woman and Labor," Bennett's "Mental Efficiency," Grenfell's "Down to the Sea," Carleton's "One Way Out," Bergson's "Creative Evolution," Hichen's "Holy Land," Maeterlinck's "Plays," James' "Psychology."

"Miss Philura" Again

Miss Florence Morse Kingsley's story, "The Transfiguration of Miss Philura," reappears in an edition de luxe. (Funk & Wagnalls Company, \$1.) Miss Philura, a shabby, faded little woman, while visiting an opulent cousin in Boston, hears an amazing address at the Woman's Ontological Club, the gist of which is that whatever we want we are to "ask and believe that we have," to stretch fourth our hands and take, whether it be a new heart or a new bonnet. Little Miss Philura privately makes her list, beginning with hats and gowns and ending with a lover. Of the adornments she possesses herself by drawing from the bank and expending the slender sum upon which she had relied for her maintenance. Bravely believing that whatever she wants is hers "in the encircling goods," she declares herself engaged, though no lover is in sight; and how her simple faith—and becoming array—are justified the story tells. It is a pretty little extravaganza, to which the publishers have given a most attractive format. True, Miss Philura, as the illusions present her, is not alluring, even in her Parisian garb, but the volume upon the whole, especially in its typography is a delight to the eye, and one is inclined to doubt whether so slight a story merits quite so beautiful a dress.

"The Pegsticks"

We have had a surfeit of books dealing with middle-class country life in the United States, but of the same in Canada we know next to nothing. Now comes a modest little volume called "The Pegsticks," by Maria Dolman (Hermann Lechner, \$1), which paints without color exaggeration the humble but cheery life of a typical family in one of the villages that regard Toronto as the Rome to which all roads lead. The author has succeeded in making charming that which is, to the superficial eye, very ordinary in semi-rustic life, yet without attributing to her characters the powerful primitive emotions which are the usual stock in trade of the

writer who tries to make common people interesting. Widow Hedden, whose first husband had a wooden leg (hence the family nickname); her perfectly ordinary but remarkably lovable children; the old Scotsman, Peter McIntosh, and his yearnings after the "weedy," are created with an artistic sympathy which is promising of even better things when the author gets a better grip of herself. The Christmas dinner with Chief Black Owl on the Mohawk Reservation is something new and indicates a difference of result between the United States and our British neighbor in the education and civilization of Indians. The scene where Peter McIntosh proposes to the "weedy" could be adapted for successful recital.

"Miss 318"

It would seem that Mr. Rupert Hughes and the girl behind the counter some time or some place must have met, so intimate is his knowledge of her hopes and fears, her ambitions and aspirations, as they are shown in "Miss 318." (Revell, 75c.) Really she is Lisette Moonay—christened Lizzie Mooney—one of the cleverest of saleswomen, despite her quick wit and her inspirational impertinence to customers. Her worldly-wise philosophy suggests a standard of ethics and etiquette which, if not new, is at least effective, particularly in the case where she fights the battles of "Moitle," her friend, who, in turn, repays her kindness by stealing away the fond affections of the good-looking young floor-walker, whom she had just begun to consider her own particular and private property. Mr. Hughes presents the great department store from the viewpoint of the saleswoman, and it is illuminating where it is not startling. Especially does he show the tragedy of the Christmas rush to those who feel it most, and depicts the brutal phases of Christmas with adroitness and cleverness. There is much humor, some of it rather riotous, and flashes of real wit. Steadfastly the author compels sympathy for the girl who goes from the fourteen-hour workday to her sordid home so weary in soul and body that she can utter but the one brief prayer: "Thank God for the takin' off of shoes! Thank God for sleep!"

"The Red Swan's Neck"

"The Red Swan's Neck," by David Reed Miller (Sherman, French & Co., \$1.35), is a tale of the North Carolina mountains, the scene laid in the stirring times of the

civil war. It is replete with horrors, dealing with guerilla warfare and its inevitable accompaniments of the torch, the bullet and the rope. Of course, it has its love motif—Gyp, the poor mountain boy, passing through perils and adventures galore, and working his way up to the "rare and radiant maiden" who shone upon his uncouth boyhood and poisoned for him all meaner choice. The book hardly measures up to its intention; it is stilted in its impassioned passages; we are more than suspicious of the dialect, especially that of the negroes; and we feel throughout a note of unreality. It is rather strange to read that the "one protruding tooth" of an old crone "was her only claim to immortality." What precisely does that mean? What has immortality to do with plentitude or paucity of teeth? The old parson is one of the best characters, full of racy sayings and homely philosophy. Romancers are beginning to find that in the mountain folk of the Appalachian system they have rich and unique material, but they need to know their dramatic personæ as only those can who live long among them, and they need, above all, to guard against any exaggeration of a type so difficult to understand by us who are practically the people of another age and another civilization. We think Mr. Miller would better portray his mountaineers in shorter stories, more closely studied from life.

Maid and Missionary

The publishers of Florence L. Barclay's new novel, "The Following of the Star" (Putnam's, \$1.35), announce an initial printing of 90,000 and add that they have sold of her two previous works, "The Rosary" and "The Mistress of Shenstone," together a half million copies. From these figures it is apparent that Mrs. Barclay can count upon an army of readers—one can hardly mistake in saying an army of feminine readers—for whatever she writes. For her stories appeal specifically to feminine taste and feeling. They are refined, they are steeped in romance of the deepest dye—the sort of romance that turns a roseate light upon affairs of the here and now—they are intensely sentimental, and they press upon the keys of emotion in a way to start the ready tear.

And these qualities, it has been proved over and over again, appeal forcibly to an immense number of women who want their fiction staged in some Never-Never Land bright with the light that never was, and peopled by men and women entirely too good and lovely for human nature's daily food. They want their fiction to conduct them into a fairy realm utterly different from life as they know it, to show them a heroine who is the personification of all they would like to be themselves, and a hero whose perfections are such as they have dreamed of but have never found in the world of living men.

"Y and E" Shannon Supplies Imitated

Considerable agitation has been aroused in trade circles by the fact that certain manufacturers have put on the market and sold a Shannon Binding Case and a Shannon Arch, which are said to be copies of the genuine "Y and E," manufactured by Yawman & Erbe Mfg. Company, of Rochester, N. Y.

Yawman & Erbe Mfg. Company have for years manufactured a Shannon Binding Case called the "No. 12." It is an extremely popular item with dealers. Now another manufacturer puts out a case, calls it the "No. 12," makes it the same size, covers it with the same paper, and exactly imitates the label, with the exception of the "Y and E" trade mark and the firm's signature. Still another manufacturer does the same thing, except that he calls his case the "No. 1."

Genuine Shannon Lock Arches are claimed by the "Y and E" Company to be its exclusive product, and that they cannot be obtained from any other source. All the genuine Lock Arches, it is asserted, bear the "Y and E" trade mark. The imitators, according to the Yawman & Erbe Mfg. Company, have been selling an arch purporting to be the genuine, but the company says that investigation will show that such is not the case.

One counterfeiter has gone so far as to copy the perforations in the uprights. This is an exclusive "Y and E" feature, protected by the patent laws.

As legal steps have been taken to stop this unfair competition, dealers who have recently bought Shannon Binding Cases and Arches will do well to make sure that they are not the offending goods, as dealers are equally liable with the manufacturers.

The 5 and 10 Cent Combine

The F. W. Woolworth Co., which runs a string of five and ten cent stores all over the country, and which was originally organized in Watertown, N. Y., with a capital of \$10,000, has applied to the Secretary of State of New York for a charter to organize a company which will acquire for \$64,998,000 a string of stores all over the United States, Canada and England, compris-

ing the principal five and ten cent store companies in the world. The new company will be known as the F. W. Woolworth Co., and will control over 600 stores. The temporary directors will be Lewis E. Pierson, William C. Breed, George V. Haggerty and Western W. Wager, of New York, and J. Herbert Case, of Brooklyn.

The companies to enter the combine are the F. W. Woolworth Co., of New York; S. H. Knox & Co., of Chicago; F. M. Kirby & Co., of Wilkes-Barre; E. P. Charlton & Co., of Fall River; the C. S. Woolworth stores of Scranton; W. H. Moore, of Watertown, and William H. Moore & Son, of Schenectady.

Carter's Ink Co. Holds Conference in Chicago.

CHICAGO, December 24, 1911.—Combining pleasure with business, the Middle West sales force of the Carter's Ink Company, headed by the Chicago manager, Robert B. Randall, met in Chicago this week to review the year's work, and outline the sales campaign for 1912.

R. B. Carter, the president, and C. B. Gordon, the general manager of the company, came on from the home office in Boston, and presided over the gathering, which was a very enthusiastic one. The salesmen report a very satisfactory business for the year just closing, and the prediction was made that "The Old Book-keeper" will make many new friends dur-

ing the year to come. The typewriter ribbon and carbon paper department was well represented, and has shared in the prosperity of the inks and adhesives.

A dinner was given by the company last evening, at the Congress Hotel Annex, and business cares were forgotten while the toothsome viands were discussed. After the cigars were lighted, informal talks were made by Messrs. Carter, Gordon, Randall and others.

There is a growing tendency with large enterprises to hold these yearly conventions, and they are certainly educational and profitable to all concerned. An interesting feature was the presence of the veteran, Mr. Nathan Whitman, 74 years young, who first sold Carter's ink in Chicago in 1863, and is today still vigorous, and persistent in his quest for orders.

The following were in attendance at the conference and dinner:

- R. B. Carter, C. B. Gordon, R. B. Randall, H. L. Brooks, George E. Eaton, L. G. Stevens, W. H. Cox, Nathan Whitman, F. F. Harris, T. J. De Haas, H. R. Bullock, C. J. Van Zandt, K. H. Kiesel, N. D. McCollom, L. D. Hollenbeck, Fred D. Lines, Robert Fishel, R. E. Lane, and W. S. Hanna.

WEBB.

SLATED CLOTH



Globes, Erasers, Alpha Crayon and other School Specialties.
The Original Andrews Dustless Eraser
BLACKBOARDS
 Portable, Reversible, Framed, Roll-Up
HYLOPLATE
WEBER COSTELLO CO.
 Chicago Heights, Ill.
 Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000
 SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong, No Slipping, NEVER!
 All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.
 The O. K. Mfg. Co., Syracuse, N. Y. NO 1 B

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

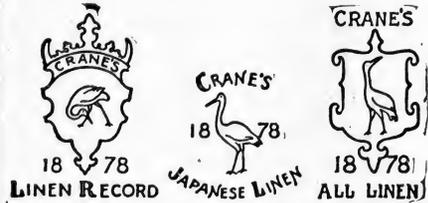
A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
 206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
 INT. CARBON PAPER CO. 22 C. 22 C. CHICAGO

PRINCESS COVER
 Papers for Catalogues and
STAR Manifold LINEN
 Add quality and distinction to printed matter
 We also make Paper for Carbon Manifold in all its branches

C. H. Dexter & Sons, Windsor Locks, Conn.

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



**YEAR BOOKS
FOR 1912**

Turn your attention to diaries: these are the active months in that branch. Carry the diary that's advertised: **HUEBSCH'S YEAR BOOKS**

B. W. HUEBSCH

225 Fifth avenue New York

**The Christmas Number of
The American Printer**

is the best ever issued. It is a stocking filled with good things for the printer. Plenty of color to please the eye, specimens of fine printing and practical articles on subjects nearest the printer's heart. Features in the text pages include articles on imposition of broad forms, the cost of electricity in isolated plants, how a young man made a success of a small printshop, how an engraving and advertising house introduced a new trademark, about a handsome newspaper building, the camera in newspaper work, care of numbering machines, odd folders, the Christmas spirit in design, what a cost-system showed in a large printing plant, machine composition (a new department), views of a large southern printshop, review of specimens, four pages in color of reset specimens, a page about practical bookbinding, an illustrated account of the convention of the Ben Franklin Clubs of America, cost congresses and organization activities in various cities. The usual news paragraphs also appear.

A Big Number — Do Not Miss It.

Send twenty cents for a sample copy of the December number now, or two dollars for a year's subscription.

OSWALD PUBLISHING CO.
CITY HALL PLACE, NEW YORK CITY

**HIGGINS'
WHITE DRAWING
INK**



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } **U. S. A.**

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.



This Package Represents

**THE BEST SELLING
AND BEST MADE**

Playing Card

IN THE WORLD

SEND FOR OUR NEW
TUCKS

For Window Display and Office
Directory of Patterns.

The New York
Consolidated Card Company

222 to 228 W. 14th St., New York

THE PHOTOMAILER

TRADE MARK

Patented June 26, 1900.
Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.



The Thompson & Norris Co.

Concord and Prince Streets, **BROOKLYN, N. Y.**
Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jülich, Germany.